



PHASERMATCH™ ICC 7700

COLOR MANAGEMENT SOFTWARE

Color matching from concept to reality can be a weighty balancing act. But PhaserMatch™ ICC 7700 from Xerox brings stability to the process, delivering consistent, predictable, and reproducible color matching between your Phaser 7700 printer and any other CMYK output device.

Standard choices for color matching such as Automatic, EuroScale, Commercial Press, and sRGB provide good results but are based on averages and assume plain white paper stock. They don't account for individual user matching requirements or different papers.

PhaserMatch™ ICC 7700 addresses a wide range of user needs to control color beyond the standard settings. Fully featured, yet easy to use, PhaserMatch™ ICC 7700 lets the user alter the colors printed on the Phaser 7700 Color Printer to more closely match the colors produced on their output device of choice, and even on their paper stock of choice. Linked profiles can then be edited to fine-tune the match even more.



PhaserMatch ICC 7700 helps you create proofprints that match any printing press or other output device.



Use PhaserMatch ICC 7700 software to

- gain control over color — and save time and money
- get greater color accuracy for design comps and prepress proofs
- reduce iterations and ensure digital proofs meet press color expectations

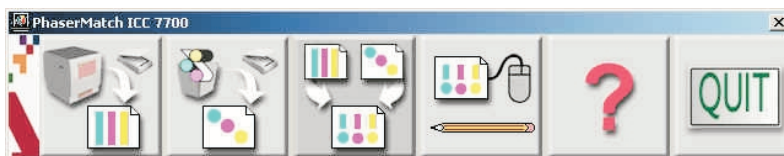
With PhaserMatch ICC 7700 software, you can build custom color profiles that are individually calibrated to a particular printing press or other output device. These profiles can be stored and used repeatedly.

Tektronix
COLOR PRINTERS BY
XEROX

XEROX
NETWORK PRINTERS

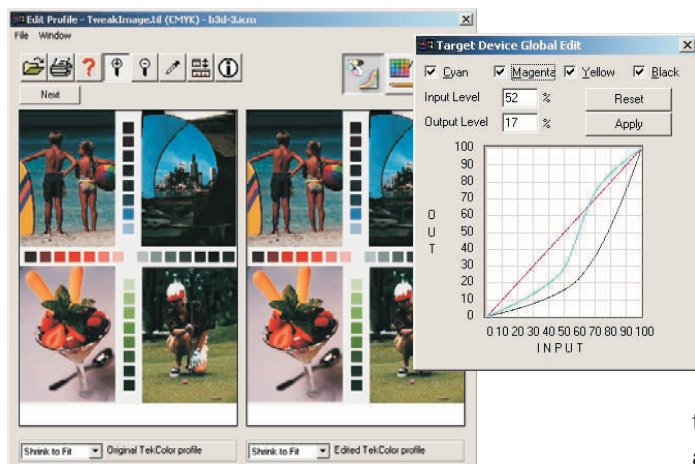
Get it Right the First Time

PhaserMatch ICC 7700 can emulate any target device by linking its ICC profile to the Xerox printer profile. New ICC profiles can be created automatically and edited for fine-tuning. Choose from a wide range of device link profiles for U.S. and European color standards. PhaserMatch ICC 7700 software gives you the ability to input the distinctive color characteristics of industry standard printing presses or other standard proofing systems and simulate them on your Phaser 7700 printer, so that the colors on your proof match the colors on your press.



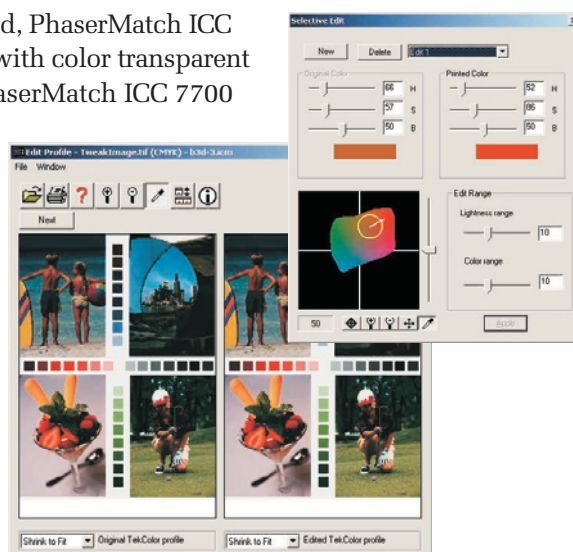
Customize it Right

Modify and fine-tune a device link profile for your unique printing needs. Using PhaserMatch ICC 7700 software, you can manipulate the tone reproduction curves (ink levels) to capture the individual range of color reproduction of your target printing device. Xerox provides an easy graphical interface, which allows you to add or delete adjustable points and drag the curves to the desired value. The on-screen preview lets you see the changes on your monitor as you fine-tune the color profile. Simple selections help you pick a target profile, a printer profile, and the link options desired. The linked profile is saved automatically.



Print it Right Every Time

Once a custom profile is created, PhaserMatch ICC 7700 software makes working with color transparent and automatic to all users. PhaserMatch ICC 7700 software automatically updates your print driver with the device link profiles you create. The next time you print, just select the profile you'd like from the color corrections menu in the print dialog box. Simple screen displays help users edit entire profiles or tweak selected colors to fine tune the match to their desired output device.



PhaserMatch ICC 7700 is platform independent – you can build profiles on either a Macintosh or Windows based PC.

PhaserMatch ICC 7700 System Requirements:

Apple Power Macintosh
with OS 8.1 or later
Pentium level PC, Win 98/ME/2000
64 Mbytes RAM minimum,
128 Mbytes RAM recommended

“We were able to use the matching capabilities to get the colors we wanted. The pre-proofing capabilities are great. I can use it to print off a proof to bring to a client without having to send it out.”

Brian Lawler, Brian Lawler Consulting, San Luis Obispo, CA

For more information, see:
www.xerox.com/officeprinting/7700phasermatch

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