

PRESS RELEASE

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GraphExpo 2006: Just Normlicht presents his latest innovation

A perfect bundle for color matching of monitor (softproof)
and viewing booth (proof)

Just Normlicht, pioneering leader in the production of visual color control devices for the graphic arts and photographic industries and Color Solutions, worldwide recognized premier supplier of calibration and profiling solutions for the graphic arts industry, introduce their latest innovation at the GraphExpo 2006 (Chicago, 15-18 October): here the first solution for light brightness calibration of the new »JUST Color Communicator2« based on the »adJUST« and »baslCColor *display4*« software will be officially presented at the booth of Just Normlicht (# 5263).

The »JUST Color Communicator2« is equipped with a USB communication interface that enables the »adJUST« and »baslCColor *display4*« software to adjust the brightness of the viewing cabinet and to match the image displayed on the monitor with that in the viewing cabinet automatically and with the utmost precision. For the first time, the image on the monitor and the printout can be compared directly under standardized light.

Market and target group analysis

The lack of a suitable interface did not make it possible to adjust the brightness of a viewing cabinet by means of a software program before. Therefore, visual control and changes were made manually using a slider.

Now this procedure is completely automatic and controlled with measuring technical equipment. Firstly, the monitor is calibrated using »adJUST« and »baslCColor *display4*«: the target brightness of the viewing cabinet is determined and later measured with the same color measuring device. Then the software calculates the optimal adjustment and sets the Color Communicator2 via a USB interface accordingly. Everything occurs automatically: the user simply puts the measuring device on the monitor and then into the viewing cabinet. The result is that a soft proof on the monitor and the proof in the viewing cabinet look exactly the same.

During Photokina 2006 end of September in Cologne, Germany, the »adJUST Color Communicator 2« was awarded as one of the most innovative photokina products.

Caption (adJUST innovation.jpg)

Mike Gall (left) and Karl Koch, CEO of JUST Normlicht and Color Solutions present their latest innovation „adJUST Color Communicator 2“.

Additional images::

- Color Communicator 2 (ColorCommunicator2.jpg)
- adJUST monitor calibration (screenshots.jpg / adjust-logo.jpg)

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