The Xerox Confident ColorWorks Program: Get your color workflow on target. Our SmartPress Production Consultants will help you become more efficient and profitable.

Hit your color target every time
Here are the top 5 reasons why customers avoid putting a good color management system in place:

- “It costs too much”
- “It takes too much time”
- “I don’t have a clue where to begin”
- “My people aren’t color management trained”
- “Our work isn’t color critical”

Whether you are new to digital color printing or you have been printing color for a while, you know that it’s a challenge to maintain consistent, predictable and stable color. With our Xerox Confident ColorWorks Program, all of these concerns disappear.

Plus, our Smart Press Production Consultants (SPPCs) will give you the tools and training to get your staff on the right path and show you that it takes less time and will ultimately cost you less to manage your color accurately. If you are printing color, it’s worth printing to accurate, repeatable specifications.

Lower costs, increase profitability & improve client satisfaction

- Less waste/rework in your digital color printing process
- Fewer “trial & error” color corrections
- Spend less time identifying and fixing color issues on press
- Sales, customer service and front-line management time savings
- Press make-ready time savings
- Operations cost savings
- Improve color accuracy, consistency & predictability
- Faster turn-around time
- The ability to obtain and retain more work from clients and potential clients

We all want to hit the color we need easily, every time. Managing color requires 3 things; tools, training and commitment. Our Xerox Confident ColorWorks Program puts the first two of these into your hands... And we help to make the last easy.
We teach you how to manage all aspects of your workflow so you can produce great color, time after time

To begin with, are you viewing color correctly on your Mac or PC? Are you counting on that monitor to view content or soft-proof color? After that, is your print engine producing the color that it’s capable of? Maintaining a stable print engine is a key element. Plus, there are many color choices on your Digital Front End (DFE) that will affect your color output.

Our Confident ColorWorks Program teaches you how to intelligently manage the color of your Mac or PC monitor, the print engine and your Digital Front End.

How long does it take?
It depends upon the level of training that you choose:

The Standard Level: 3 days (Up to 3 people)
The Advanced Level: 5 days (Up to 3 people)

The SPPC, an experienced color consultant, will work with your staff, provide training and develop the processes that will help you maintain a consistent color state.

What we need from you?
As mentioned earlier, Color Management requires commitment. We will need for you to make sure that your staff and equipment are available to the SPPC for the time they are on site.

Site/equipment requirements
The training is performed at your site by a SmartPress Production Consultant, using your equipment, thereby minimizing travel costs.

There are 2 levels of the Xerox Confident ColorWorks Program: The Standard Level and the Advanced Level

1. The Standard Level
For the Standard Level of training, we will:

- Present you with a hand-held spectrophotometer
- Perform profiling services: Create and install up to two (2) printer profiles.
- Establish DFE color settings: Establish best color management settings, the best settings to obtain Accurate Color Conversion and the best printer halftone line screen (lpi).
- Create a quality control process: Identify an IQ stress test image, and control color with a calibration target, golden job and Delta E target.
- Deliver critical color training: Learn reliable Digital Color Management with Device Calibration, Characterization and Conversion. Also, print to your desired industry standards and specifications, for example: ISO, GRACol, SWOP, Fogra and G7.

2. The Advanced Level
You receive everything offered in the Standard Level of training, plus the SPPC will:

- Present you with a 5000K light booth
- Create a workstation and DFE recovery plan: Help create client workstation color settings and custom ICC profiles, RIP/DFE color settings and custom ICC profiles.
- Deliver additional critical training: Learn how to “soft-proof” PDF files and learn more about essential application settings in Adobe Photoshop and Adobe Acrobat Professional.

Also, learn how to “preflight” (examine) PDF files, identify color spaces, object types, missing fonts and high and low resolution resources.

Plus, learn how to back-up and restore your client workstation and DFE Color Management settings.

Xerox Confident Color
Take the uncertainty out of color management and deliver every job with confidence

- Technology
- Consultative Expertise
- Business Development
- Business Innovation Partner Solutions
- Custom Solutions

Be inspired. Be bold. Be confident.
For more information, go to: www.xerox.com/confidentcolor

To discover even more about Xerox Confident Color and the Xerox Confident ColorWorks Program, please contact Melissa Reynolds at 973-390-9630 (melissa.reynolds@xerox.com) or your local Xerox Sales Representative or Systems Analyst.

“Time wasted is money wasted.”
(Source: CAP Ventures Ltd., “Digital Convergence and Total Cost of Ownership, Drivers, Development and Dangers,” March 2001)