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Renowned color management expert presents first software solution

"ColorArena" – Online portal for the display and analysis of color measuring data

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Jochen Günther is a renowned color management expert. His "ColorTrainings" (color management trainings) have an excellent reputation in the industry. He also gives lectures and workshops dealing with color in the graphic and photographic industry in collaboration with leading institutions and publishing houses. His "ColorTrainings" apply to beginners as well as advanced learners.

Resulting from his many years of experience the color expert is presenting his first software solution, the "ColorArena" in cooperation with leading technological companies on the DRUPA 2008 in Düsseldorf (May 29 to June 06, 2008) (hall 7, stand 7.0 H 13). The portal is addressing manufacturers of printing systems as well as users.

"ColorArena" serves for the display and analysis of color measuring data e.g. for proof, production print and digital print. "ColorArena" allows the comparison of printing systems to a reference or to other printing systems as well as the set-up of a printing system by the user (printer, operator) and technicians following maintenance work.

For the end customer it is possible to achieve a standard for one or several machines and to compare prints on different papers on one or several machines as well as proofs with media wedge and print results of printing systems.

Background information:

"ColorArena" addresses manufacturers of printing systems like for example toner printing systems (Xerox, Minolta, Ricoh, Sharp, Brother and Samsung) but also ink printing systems (Hewlett-Packard, Epson, Durst, Lüscher and Mutoh). Furthermore it is intended for operators using a digital printing system disposing of a chromatometer.

"ColorArena": procedure and utilization

Via the log-in the user registers his name and e-mail address. Afterwards the existing components are entered and the specified measuring file is loaded. "ColorArena" then shows the differences and the user receives a visual display of results with reference to reference values and measured values.

"ColorArena" is an online solution i.e. no software has to be installed. Only internet access and a web browser are required. With "ColorArena" it is possible to install customer specific evaluation profiles and to manage measuring data in a data base. Thus the comparison of measuring data over a longer period of time is possible as the data is available in the data base.

The system is built up on a modular basis and innovations can be incorporated swiftly. Updates are not necessary as innovations are incorporated online and are thus immediately available to the user. "ColorArena" is easy to use because evaluation profiles can be installed in which specifications are stored.

Price information:

The recommended monthly user fee for "ColorArena Basic" amounts to approx. 59 € VAT included. Optional "ColorArena Try Out", a fully functional version which allows operations with example data exempt of charges is available as well as "ColorArena Pro" where results are available in form of PDF-files.

For publication: contact & information

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Press-release