Color in Use:
High-Accuracy Reproduction of Artworks and Photographs

(i) **Project:** GMG ColorServer for color-consistent results in the target color space
Company: Reproline Mediateam GmbH & Co. KG, **GMG solution:** GMG ColorServer

The Reproline Mediateam are specialists in the field of reproduction of artworks, paintings, or photographs for art books, exhibition catalogs, books on architecture, and large-format posters. The prepress firm based in Unterfoehring near Munich sets the highest priority on the quality-related aspects of reproduction.

The company Reproline, originally founded in 1991, was an early adopter of digital applications. Already in 1998, it invested in its first digital printing machine and just two years later established a digital photo studio. In 2003, Reproline Mediateam was formed based on Reproline, with Erich and Andreas Achter as managing directors.

The company's professional standards are demonstrated by the high-quality processes in combination with high productivity. In addition, the team possesses detailed knowledge of digital prepress techniques, printing techniques and output devices, and consistent implementation of color management applications. This gained in importance since establishing a 24/5 standard working week to meet the needs of a prestigious and sophisticated customer-base. Consisting of publisher, museums, TV and film production companies, artists, agencies, as well as photographers.

Reproline Mediateam's objective is to preproduce images, artworks, and photographs as perfectly as possible for all media. Thereto, the originals are either scanned using a high-performance Creo flatbed scanner or photographed in the digital studio. The image data obtained in the media-neutral Adobe RGB format are then saved as CMYK data.

As Andreas Achter, Managing Director of Reproline Mediateam, says, "GMG ColorServer achieves the results we expect." (Source: Reproline Mediateam)

Later, these have to be converted to print data for various printing conditions and output devices, without significant quality losses.

Before choosing GMG ColorServer, Reproline Mediateam was working with a globally established color server with the aim of ensuring cross-system color accuracy and reproducibility of output processes. But the results regarding

"GMG, with the GMG ColorServer, is simply that little bit better than other vendors."
Andreas Achter

gmg color

Conversion with GMG ColorServer in comparison with the original and the former color server.
(Source: Reproline Mediateam)

Color management and the modification of data to fit the different printing conditions and output devices involved are fundamental stages of work at Reproline Mediateam.
(Source: Reproline Mediateam)

the consistency and user-friendliness did not live up to its expectations. This was due to quality-related issues and the delays in updating the vendor's profiles. As Andreas Achter recalls, "We checked the market and informed ourselves about different vendors' solutions. For those familiar with the sector, GMG is synonymous with consistent color management. Since we already had experiences with a color server, we also had clear ideas of improvements a new system needed to offer and the results it had to deliver to fulfil our requirements."

In conjunction with GMG, an intensive testing phase of the GMG ColorServer in the daily workflow took place. One key assessment criteria was the result of the fully automated conversion, a single-step process, which converts from a source color space to a target space. In this operation, media-neutral CMYK data is directly adapted to a preferred target color space by means of a "DeviceLink" profile. At Reproline, the target color space may consist, for example, in the output in a offset or gravure printing process, including the adaptation to a particular grade of paper, or alternatively the output for digital printing.

GMG especially impressed in the quality of the provided profiles. The adaptation to the target color spaces is very good, demonstrated by the more consistent results through the conversion in output processes. "Printers, which asked Reproline Mediateam to do some rework from time to time, were immediately happy with the newly delivered

print data," says Andreas Achter, naming the reasons for the company's choice of GMG ColorServer.

Reproline Mediateam is using the 22 profiles, provided by GMG for the conversion into the various output color spaces. The high quality of the results with those profiles yields no need for Reproline Mediateam to tweak the profiles or develop its own profiles.

Today, GMG ColorServerallows Reproline Mediateam to reproduce artworks and photographs in a way that the results provide an optimum visual match to the originals on a variety of output media. This is facilitated by the extremely user-friendly operation of GMG ColorServer, which enables users to work efficiently and avoid errors – an important factor in stressful situations and when working under enormous time pressure. All data output at Reproline Mediateam passes through GMG ColorServer, therefore the reliability has a significant impact on a punctual delivery. Therefore the accessibility of GMG's telephone support team is important in day-to-day operations. Both this support facility and ongoing updates to the latest version of GMG ColorServer are included in the service agreement, complementing the positive experiences.

"With GMG ColorServer, we are now achieving a significant increase in both, output quality and productivity levels."
Andreas Achter

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