ONYX

THRIVE
INFORMATION FOR GROWTH

August 2008 Issue

What's New:

Release of online Media Manager Profiling Guide

ONYX is pleased to announce the online release of the Media Manager Profiling Guide. This new resource is a comprehensive guide for Media Manager and the profiling workflow using version 7.2. You'll find it covers everything from the fundamentals and getting started; to a complete step-by-step instructional and other tips and tricks. It also includes a powerful glossary of terms that covers color, profiling and digital-printing terminology.

The Media Manager Profiling Guide is available in the Support Section of our website or **click here**.

Feel free to submit your feedback and suggestions to **training@onyxgfx.com**.

ONYX ProductionHouse used for creation of worldwide photo exhibit

FineArt of Mexico, has been selected to produce the photographs for the **Pedro Meyer's Heresies** exhibit which opens in 60 cities worldwide in October 2008. For the production of the photographs, FineArt will be printing with the HP Designjet Z2100, HP Designjet Z3100, and HP Designjet Z6100 with ONYX ProductionHouse Version 7.

Pedro Meyer Heresies is a retrospective of the Mexican photographer covering four decades of his innovative work. Meyer is renowned for his powerful and provocative photographs, and for his pioneering work with digital imaging. For more information about Pedro Meyer Heresies, visit: **www.pedromeyer.com**.

Hooked On ONYX

ONYX Customers Share Their Stories of Success

bluemedia

Formed in 2000, bluemedia has quickly risen to the top of the market in the U.S. Southwest, mainly because of its focus on large format printing with a very strong emphasis in design. Bluemedia offers vehicle graphics, banners, event signage, concert venue signage, sports arena signage, franchise signage, wall murals, mall signage, point of purchase pieces, kiosks and tradeshow graphics. Its design division specializes in brand development and identity creative services, as well as packaging design and offset design work.

bluemedia selected ONYX ® software when it became apparent that printing a 100MB file from Adobe Illustrator was not using production time wisely. Explains Jared Smith, president of bluemedia, "When we got started, we didn't understand the purpose of RIP software as we were so new to the industry. We thought we would just design the file and print it. With this method, we quickly learned that the designer would not be working while the machine was thinking about printing. We moved into the RIP world specifically to free up our time and machines and let a dedicated machine take over the work. Once we found out how much more control we had and how much control was actually necessary, the features of ONYX Graphics' workflow software quickly became a huge bonus." bluemedia selected the ONYX software RIP because it was unanimously recommended by everyone they asked – from trade show attendees to distributors. The company currently uses ONYX PosterShop® software to drive its HP DesignJet thermal printers, and ONYX ProductionHouseTM software to drive its HP Turbojet, Mimaki JV3 and Scitex XLJet solvent inkjet printers.

"We have had great experience with all of ONYX Graphics' products and flat out could not do what we do without them," adds Jared. "We have recently just promoted a production team member to assistant print operator and he was up and running with confidence using ProductionHouse in three days!"

www.bluemedia.com

Product Feature Focus:

Easy Job Archiving in ONYX

Did you know you can archive and reopen a job in Preflight without having to reprocess the job? Save time in your workflow by using the Package Job feature in Preflight. This feature works as a job archiving tool and saves your image information along with all processing data and job settings to allow you to reprint a job immediately without having to make any modifications. This is different from merely saving a job, which only saves job settings, not processing data.

To access this feature go to the File menu and select Package Job. You will then be prompted to save your job as an .onx file. After you have saved the job to your desired location you can reopen the file and simply submit it to the RIP without having to wait for any reprocessing.

Tech Tips

Helpful Tips From the Experts

Upgrading to ONYX Version 7.2

Follow these simple steps to ensure that your current settings, profiles, and buffered jobs are saved before upgrading to ONYX Version 7.2.

1. Create a .prninst file for each installed printer. Select File then Manage Printers within ONYX RIPQueue. Select the desired printer, one at a time.

2. Click the Create Prninst button and save the file in a location outside of the ONYX directory.

3. Save desired buffered jobs (jobs listed in the bottom section of the ONYX RIPQueue), by browsing to the Onyx\Work\<printer name> folder and copying that folder to a location outside of the ONYX directory.

If, after installing your update, printers do not link up or RIP issues suddenly appear, something unusual may have occurred during the update. In that case, please review the **"How to do a Clean Install of ONYX"** document found in our Customer Support Knowledge Base. This will remove any possible corrupted files so a clean install can be performed.

Max-imize Your Color

Tips from our Color Scientist Max Derhak

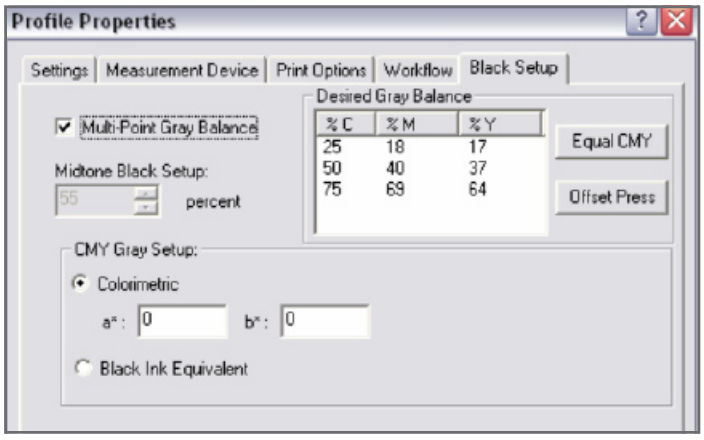
Color Management and Calibration

In some workflows where CMYK images are used it is desirable to set up the linearization to mimic the output of a known printing condition (like an offset press). This assumes that the inks in the printer closely match those of the printing condition. IF THIS IS THE CASE then ICC profile based color management may not be as necessary, and well defined targets for the linearization are all that are needed. Let us look at some pointers on how to go about achieving this.

(Note: Generally ICC color management is recommended to ensure color management regardless of the ink formulation. Additionally, ICC profiles are generally required for Spot Color Replacement, as well as RGB workflows).

When profiling a mode, the next step after printing and reading the calibration swatch is the "Target Densities" step. This step is used to determine the target densities to aim for when building the linearization and whenever recalibration is performed. In the Linearization step one can view and modify the target densities before building the linearization.

The "Target Densities" step has two modes of operation. The simplest and most often used method is to generate "Basic Density Curves." This generates basic target densities that are a fairly linear progression from paper to full coverage for each output primary. With this method there is no implied relationship between the ink channels. Combinations of inks have no predetermined result.



The "Advanced Grayscale" mode of operation allows one to generate target densities that provide for an initial approximation at getting a balanced gray when using CMY combinations. This is accomplished by printing a swatch and measuring it to set up the target densities. The "Setup…" for printing the Advanced Grayscale swatch has a "Black Setup" tab that allows one to determine the approach to balancing the grayscale (see figure).

If Multi-Point Gray Balance is used then three N-factors are calculated for each CMY channel to balance the grayscale at 25, 50, and 75%. N-factors are not calculated for other points and interpolation is used to set target densities for other points. As such, the gray balance may need additional manual adjustment in the Linearization step.

The Desired Gray Balance setup is used to determine what combinations of CMY should be gray. Clicking "Equal CMY" causes equal amounts of CMY to appear gray. Clicking "Offset Press" causes CMY percentages to be set to appear gray in a manner consistent with offset press printing. Additionally the percentages for magenta and yellow can be clicked on and manually changed to allow any desired combination to be configured for gray appearance.

Turning off the Multi-Point Gray Balance results in a single N-factor being calculated for each CMY channel to balance the gray at a midtone. The Midtone Black Setup can be used to determine where to place the midtone.

The CMY Gray Setup can be used in either case to determine the interpretation of gray. Colorimetric gray with a specified target using CIELAB's a* and b* values can be selected, or the CMY gray balance can be set to match the appearance of using the black channel.

Using target densities to define the gray balance is generally a time-consuming process that requires printing out a gradient and tweaking the target densities as needed. The Advanced Grayscale target density generation step provides an initial stab at setting up a balance linearization though further refinement may still be needed.

Ink limiting and ICC profile generation can still be performed in addition to using a gray balanced linearization. This facilitates mixed workflows that support both ICC profile and non ICC profile settings in Quick Sets.