



Matchprint Virtual

Save money by eliminating the production, materials and shipping costs associated with matchprint proofs.



During publication production, several different monitors and inkjet printers may be used to view page designs. The result: accurate prediction of color on the *final printed piece* is quite difficult. The answer for several years has been matchprint proofs. These are effective but expensive, especially for customers who order a matchprint of each page in their publication. Publishers often limit themselves to matchprints of especially “color sensitive” pages — and cross their fingers about the rest.

Accurate and consistent *on-screen* color proofing of *each page* is now available using Kodak **Matchprint Virtual** technology. This is no gimmick. PDF files are viewed on a calibrated Kodak-approved LCD monitor with the assurance of accurate CMYK color rendition. This saves time and money. Shipping costs and delays disappear altogether. And, while the initial cost of one of the approved monitors isn't cheap, the long term savings are significant, since printed matchprint proofs are no longer necessary issue after issue after issue. **Matchprint Virtual** offers a faster, cheaper alternative.

Kodak's **Matchprint Virtual** proofing system has received strong approval from all segments of the print production workflow – ad agencies, trade shops, publishers, and printers. In addition, **Matchprint Virtual** technology has been granted SWOP (Specifications for Web Offset Publications) Certification, with *is the* industry validation for color-accurate proofing.

If you have any questions regarding anything about Matchprint Virtual proofing, our staff is happy to answer them. Call us toll free at (800) 622-0676, and a representative will assist you.



At Panaprint, we are very excited to offer this new technology to our customers. You need only acquire one of the Kodak approved monitors and attach it to a professional quality computer system. Panaprint provides the monitor calibrator and program licenses for a low monthly rental fee.

Take advantage of Panaprint's Matchprint Virtual proofing system for your next print project.