

Dietz, Christian

Von: Dietz, Christian
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Dear all,

I would like to introduce myself as the successor of Mr. Gliese, whose role as Application Manager C&A I will be going to take over step by step in the future.

During this process, I would also like to take the chance and create some kind of newsletter in a more or less frequent timeframe. This newsletter is supposed to offer information concerning business related topics in regard to specific markets or interesting applications.

As this is supposed to be a living project, I am grateful for feedback (even critical one ☺) or ideas concerning modifications for this project as well as for hints from your markets or applications that might be worth sharing.

To start, there are several news related to Datacolor concerning strategic partnerships or products.

NEW PRODUCT :: Datacolor Unveils Select QC for Reliable and Cost-Effective Color Measurement

Datacolor Unveils Select QC for Reliable and Cost-Effective Color Measurement

Portable Colorimeter and Software Package Provides Accurate Color Data for Industrial Applications

Lawrenceville, NJ – March 31, 2011 – Datacolor® (www.datacolor.com), a global leader in color management solutions, today announced Select QC, a portable colorimeter and software package. Select QC provides a low-cost entry into precision color management, offering true color data to organizations that previously conducted visual confirmations only.

The technology in Select QC, for use in a variety of industrial applications, including plastic processing, enables more accurate and repeatable control standards. Users are able to trace internal color quality and information, and determine a number of factors about the product's color over time, thus improving operational efficiency and overall quality.

"For the cost of a light booth, Select QC provides users with an objective measurement device paired with evaluation software," said Brian Levey, Vice President, Industrial Business Unit, Datacolor. "No other colorimeter in the field delivers the accuracy of Select QC. Datacolor created user-friendly software, that when matched with the portable colorimeter, delivers instant and reliable data that can be used for immediate quality control purposes, or to track color quality throughout a life cycle."

Select QC features:

- Highest colorimeter accuracy in its class—comparable to lab-grade equipment.

- Intuitive software enables users to analyze, report and communicate color QC results.
- The 45°/0° geometry of the Select QC colorimeter reads color in exactly the same way as the human eye, providing accurate results even with different textures and surfaces present.
- 4mm aperture diameter is able to capture data even on small surface points.
- SELECT QC is available in English, Chinese (trad. and simpl.), French, German, Italian, Japanese, Korean, Polish, Portuguese, Russian, Spanish and Turkish

Availability and Pricing Select QC is available immediately through Datacolor's worldwide direct sales and agents distributions network.

Please visit www.datacolor.com to locate your appropriate sales contact.

Video about SelectQC: <http://knowledgebase.datacolor.com/article-589.html>

More Infos: <http://www.datacolor.com/eu/node/373>

Note:

From the look of the instrument it seems to be derivative of the Spyder3Print-SR.

<http://www.datacolor.eu/en/products/printer-profiling/spyder3print-sr/index.html>



You will find a technical description / comparison in the attachment as well as a brochure concerning SelectQC.

NEWS :: Datacolor® Announces Global Partnership with natific AG with Execution of Datacolor Certified® Program

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First-of-its-Kind Program Confirms Accuracy, Precision and Consistency of Color

Lawrenceville, NJ – March 31, 2011 – Datacolor® (www.datacolor.com), a global leader in color management solutions, today announced that it has partnered with natific AG, recognized globally for their multi-disciplinary approach to manufacturing and product sourcing, to deliver the Datacolor Certified® Program, a color assessment program designed to save apparel retailers significant time and cost. Working with Datacolor, global brands and retailers, natific engineer's will begin executing the program globally effective April 1, 2011.

The Datacolor Certified® Program provides participating retailers with a supplier's digital and visual color assessment capabilities based on an annual on-site assessment. The program includes a review of the suppliers, associated hardware, software, operators and color evaluation environment. For companies desiring monitoring of supplier equipment accuracy, the program offers remote diagnostics, and frequent reporting, improving visibility of system performance and color compliance throughout the year.

"Utilizing the Datacolor Certified® Program executed by natifc, retailers will benefit from reduced time and costs with effective color compliance throughout the supply chain. The standardized but flexible program manages all color requirements and specifications, and is easy to administer. Requiring no pre-existing accreditations programs, the Datacolor Certified® Program offers quick, accurate communication with the world's leading retailers. For more information, visit www.coloraccreditation.com.

"Our partnership with Datacolor allows us to expand our services to the market in the field of supplier accreditations," said Magnus Kanholt, CEO, natifc. "Coupled with the natifc Color Accreditation Program, our execution of the Datacolor Certified® Program makes natifc a market leader in supplier compliance and capability assessment."

"Datacolor's certifiable methods of maintaining color control throughout the entire supply chain ensures that vendors meet original color specifications without fail," said Brian Levey, Vice President, Industrial Business Unit, Datacolor. "Designed to streamline the coloration process, the Datacolor Certified® Program significantly reduces time-to-market cycles, offering participating retailers both cost and time-saving benefits."

About natifc: <http://natifc.com/>

Note:

Natifc is a swiss-based, technical advocacy company (founded by former Clariant Textile staff) working globally in textile retail and industry, including mold and production. They serve full-service vendors and textile organizations with expertise and software (e.g. ColorWarehouse, a product in direct competition to X-Rite GDSC or Datacolor Track). Supposed to be neutral concerning the use of colorimetric equipment, they recently announced a strategic partnership with Datacolor; Natifc auditors conduct and manage the Datacolor Certified® Program, effective 1st of April 2011.

Among their customers there are renown brands like e.g. HugoBoss (Knitwear Ticino) or JC Penney, to name only a few.

New Product :: Datacolor Introduces MatchCOM

Datacolor Offers Unrivalled Color Matching Engine with Introduction of MatchCOM

Unique Algorithm Library Provides State-of-the Art Calibration and Matching Options for Paint, Plastics, Coatings, Ink and Textile Industries

Lawrenceville, NJ – February 15, 2011 – Datacolor® (www.datacolor.com), a global leader in color management solutions, today announced the introduction of MatchCOM, a comprehensive suite of color matching algorithms designed for seamless integration into the software platforms of leading paint, plastics, coatings, ink and textile companies. With more than 160 exclusive features, MatchCOM covers a wide range of color matching functions including multiple calibration techniques, matching, and correction methods, load calculations, product line management, sorting and ingredient maintenance.

The MatchCOM library is organized for every major operation including opaque, transparent, and translucent applications including stain and auto refinish models to provide users with the best possible match available. Through its extensive library of scientifically engineered

algorithms, MatchCOM eliminates the need for customers to develop and maintain their own algorithmic code, reduce the time to market for critical corporate applications, and extend their brand recognition. Corporate developers and IT professionals can utilize their own programming language and standards to develop applications that integrate their unique feature sets, corporate identity, and GUI while taking advantage of world class matching algorithms.

“Our larger customers have been asking for a simple way to integrate our algorithms into their corporate and retail applications. They understand the needs of their customers better than anyone while one of Datacolor’s core competencies is color matching algorithms. In development for several years, MatchCOM now provides a comprehensive library of matching functions and a superb development environment,” said Brian Levey, Vice President, Industrial Business Unit, Datacolor. “Several of our customers have already implemented successful applications employing this technology and we are really excited about the high interest in the market. We see our business model evolving to a supplier of both matching software products AND licensable matching algorithms.”

Committed to algorithm development for over 40 years, Datacolor’s collection of world-class algorithms are created by a dedicated team of mathematicians, scientists, physicists, application engineers and color consultants. MatchCOM library users will benefit from continuously updated algorithms, expert consultation and support from Datacolor.

More Infos: http://www.datacolor.com/content/matchcom-0?quicktabs_29=1

If anyone of you has to offer more specific information of the above mentioned news, I would be happy to share it.

Best regards

Christian Dietz
Manager Application Technology C&A

Konica Minolta Sensing Europe B.V.
Zweigniederlassung Deutschland
Werner-Eckert-Str. 2
D - 81829 München

Phone: +49 (0)89 435 71 56 - 60
Fax: +49 (0)89 435 71 56 - 99
E-mail: Christian.Dietz@seu.konicaminolta.eu
Website: <http://www.konicaminolta.eu>

Konica Minolta Sensing Europe B.V.
Zweigniederlassung Deutschland
Rechtsform: Gesellschaft mit beschränkter Haftung nach niederländischem Recht
Sitz: München
Registergericht: München HRB 161596
Management/Niederlassungsleiter: Shingo Tsujimoto