

## Alwan Color Expertise to Exhibit Automated G7™/ISO 12647 Standardization Solutions on TECHKON Booth at Graph Expo 2010

*Lyon, September 23 2010 - Alwan Color Expertise, a world leader in color management and standardization technologies, will showcase the latest version of its automated G7™/ISO 12647 solutions at Graph Expo 2010, which takes place October 3 - 6. The company will run live demonstrations of its Alwan PRINT Standardizer v2.1 solution, which comes with a new automated G7™ conformance feature, on the TECHKON USA booth (753).*

"TECHKON SpectroJet™ and SpectroDrive™ instruments are used worldwide in automated and standardized production environments," says David Hunter, Alwan Color Expertise's representative for North America. "This makes them ideal complementary technologies for Alwan PRINT Standardizer. This is because the solution needs accurate measurement data to assess, analyze, and issue ISO conformance reports for each measured sheet and job, and generate accurate Dynamic calibration curves for the printer RIP or the CTP RIP if the prints do not match the chosen output standard. All this is done automatically in real time."

George Adam, TECHKON USA President, adds: "TECHKON has been very successful in the last 28 years in providing not only highly accurate measurement devices, but also solutions that help our customers improve their color quality and pressroom productivity. Conformance to G7 and ISO 12647 standards is now a pre-requisite for North American printers, who need to make this necessary adoption quickly and cost-effectively in these economically challenging times.

"This is the reason behind our partnership with Alwan Color Expertise. The company is recognized worldwide as a leader in providing standardization solutions for the pressroom. The combination of TECHKON instruments and Alwan software gives printers not only the best solution for printing to G7 and ISO 12647 standards, but also a solution that provides a solid return on investment."

### About Print Standardizer

Developed to address the graphic industry's growing need for standards compliance, this automated print standardization solution for the pressroom provides an affordable and easy-to-implement 'out-of-the-box' G7 and ISO 12647 standardization solution for analog and digital presses. This new solution allows printers to reduce make-ready time, match clients' standard proofs, and dramatically cut waste paper and ink consumption, hence increasing overall pressroom productivity and profitability by an average 15%. An additional major benefit of Print Standardizer is that it qualifies the controlled press to G7 and ISO 12647 accreditation. It also delivers print reports proving ISO 12647 compliance for each and every job. Print Standardizer is available from Alwan approved channel partners worldwide.

### About TECHKON

TECHKON is the innovation leader in densitometers, spectrophotometers and software solutions for the global print community. With a track record of 28+ years of continued technological excellence, TECHKON products are chosen for their high degree of measurement accuracy, repeatability, reliability and ease of operation in all sectors of the printing industry. For more information, visit us at: [www.techkonusa.com](http://www.techkonusa.com)

### About Alwan Color Expertise

Alwan Color Expertise was founded in Lyon, France, in 1997 by the current President Elie Khoury. His vision - to demonstrate how important standardizing and controlling color is throughout every stage of production - has resulted in the company becoming a world leader in standardization and color management implementation. Today, Alwan provides software and consultancy to key players throughout the graphic arts industry, from printers to publishers and from software developers to hardware manufacturers.

Alwan offers a choice of four full-featured software solutions, CMYK Optimizer, PDF Standardizer, PRINT Standardizer and PRINT Verifier, each delivering specialized capabilities that enable all partners along the graphic production line to guarantee the color accuracy of their work, while ensuring optimum production further down the line.

Alwan has appointed specialist distributors for each of the targeted market segments. An ever-growing number of leading pre-press manufacturers are either bundling Alwan software with their products or recommending it with their systems.

For more information, please visit: [www.alwancolor.com](http://www.alwancolor.com).

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