



PRESENTATION SYNOPSIS TOUCH7 NEON COLOR SYSTEM VS. PROFILE

Key Differences:

Selective Enhancement:

Profile: Cannot selectively enhance specific areas; contaminates unintended parts of the Image.

Touch7: Allows precise enhancement, targeting specific areas within an image or vector layout, without affecting unwanted areas.

PRESENTATION SYNOPSIS TOUCH7 NEON COLOR SYSTEM VS. PROFILE

Key Differences:

Designers intent:

Profile: Does not know what the designers intent is with regards to 5th color enhancement

Touch7: Allows the designer to stay in control of where to add the 5th color embellishments – All print starts with design, not during automation



PRESENTATION SYNOPSIS TOUCH7 NEON COLOR SYSTEM VS. PROFILE

Key Differences:

Color Accuracy and Brightness:

Profile: Struggles with accurate neon color separation, leading to inaccurate color separation (see image analysis pages).

Touch7: Achieves vibrant colors by replacing traditional hues with neon inks, producing bright, saturated images.



PRESENTATION SYNOPSIS

TOUCH7 NEON COLOR SYSTEM VS. PROFILE

Key Differences:

Neon Color Printing:

Profile: Limited in creating bright neon colors; cannot accurately achieve colors like bright orange or specific neon hues.

Touch7: Uses unique algorithms for undercolor removal and neon color replacement, enhancing the full color gamut.

PRESENTATION SYNOPSIS

TOUCH7 NEON COLOR SYSTEM VS. PROFILE

Key Differences:

Customization and Flexibility:

Profile: Restricted to certain digital devices; cannot produce customized swatch books or work across different printing processes.

Touch7: Compatible with various printing devices (digital, offset, flexo, large format); allows the creation of custom swatch books for marketing and revenue generation.



PRESENTATION SYNOPSIS

TOUCH7 NEON COLOR SYSTEM VS. PROFILE

Key Differences:

Support and Training:

Profile: Limited details on support and marketing tools.

Touch7: Offers comprehensive support and updates, training videos, automated color palettes for design software, and ready-made marketing materials.

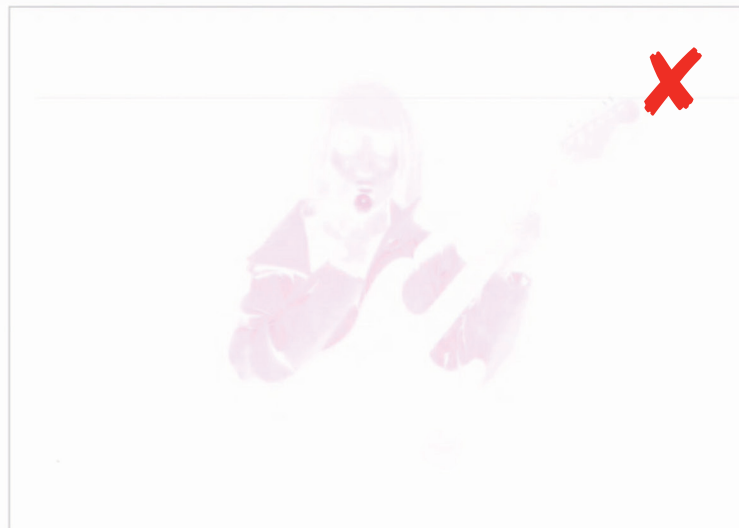
INDEPENDENT IMAGE ANALYSIS – 1 OF 3

TOUCH7 PHOTO VS. PROFILE

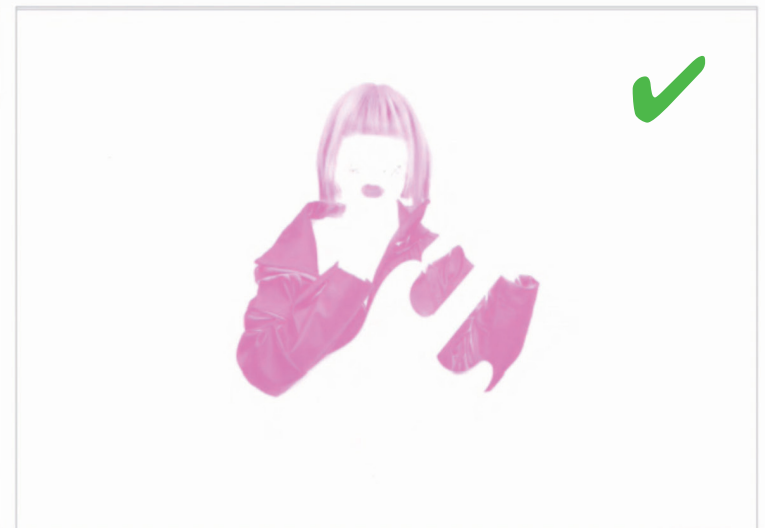
STANDARD CONVERSION OF AN IMAGE WITH PINK CONTENT



Add Neon Pink only to the Jacket, hair, lips and makeup



AUTOMATED RIP PROFILE



TOUCH7[®] IMAGE SEPARATION

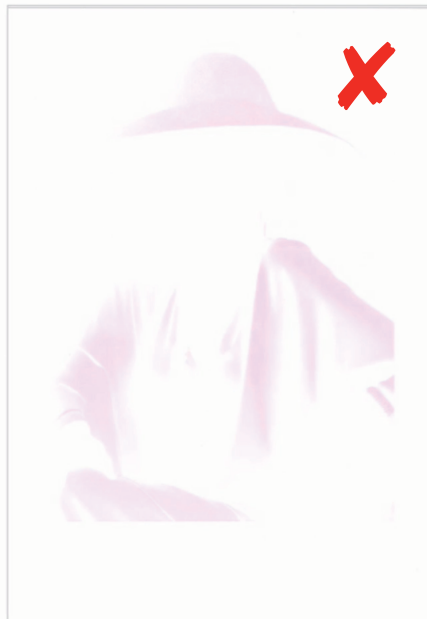
INDEPENDENT IMAGE ANALYSIS – 2 OF 3 TOUCH7 PHOTO VS. PROFILE

CREATE A BRIGHT ORANGE USING THE PINK + CMYK

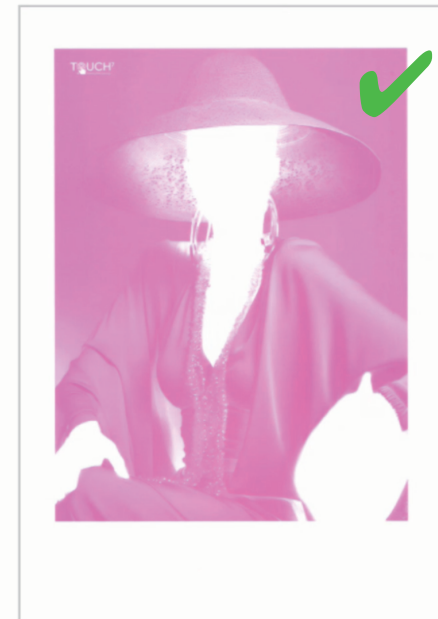


Convert the image so that it prints as a bright orange using the neon pink toner.

Make sure the skin tones are not affected



AUTOMATED RIP PROFILE



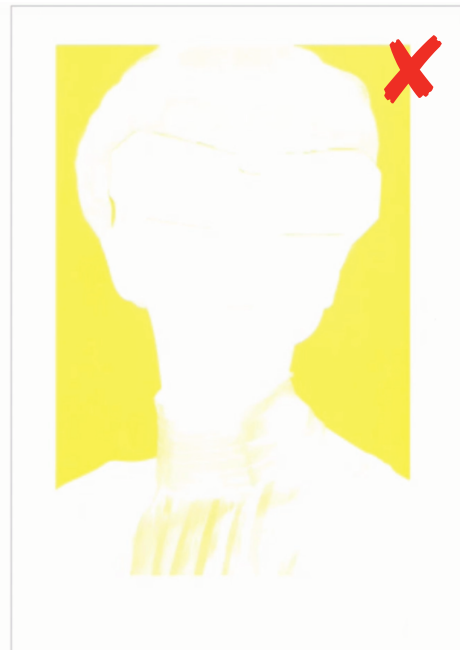
TOUCH7[®] IMAGE SEPARATION

INDEPENDENT IMAGE ANALYSIS – 3 OF 3 TOUCH7 PHOTO VS. PROFILE

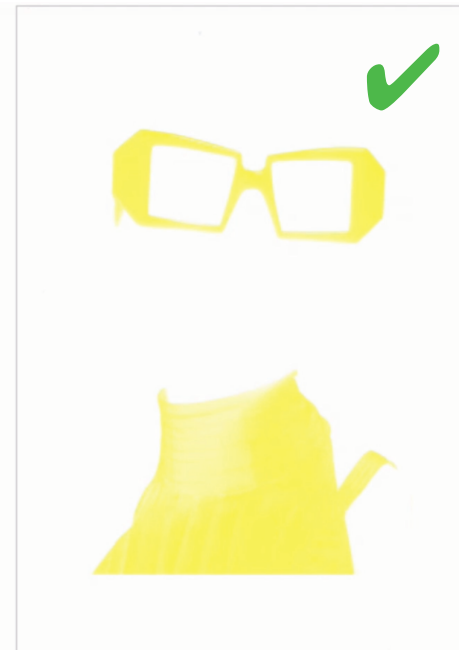
ADD NEON YELLOW TO THE YELLOW AREAS IN THE IMAGE



Add Neon Yellow to the sunglasses frames and the lady's clothing



AUTOMATED RIP PROFILE



TOUCH7® IMAGE SEPARATION

PRESENTATION SYNOPSIS

TOUCH7 NEON COLOR SYSTEM VS. PROFILE

Conclusion:

Touch7 provides superior control, color accuracy, and flexibility compared to Profile, making it a more versatile and effective solution for neon color printing.