



INTERNATIONAL  
COLOR  
CONSORTIUM

# ICC GRAPHIC ARTS EXPERTS' DAY

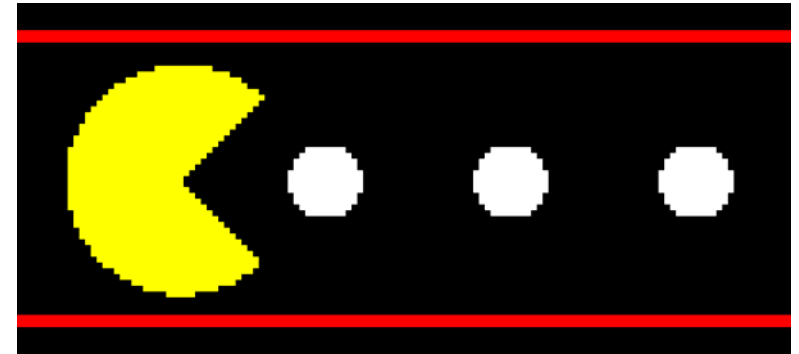
THE CZECH ACADEMY OF SCIENCES IN PRAGUE

JUNE 29, 2017





# Good Housekeeping





# Today's Program (part 1)

1. **Welcome note**
  - Recursive
2. **Hitchhiker's Guide to the ICC**
  - William Li, Kodak (ICC co-chair)
3. **How to work with CxF files in PDF**
  - Brand Rückert, CGS
4. **Using standard printing conditions and characterization data**
  - Philipp Tröster, Fogra
5. **How to do soft proofing**
  - Chris Bai, BenQ
6. **Coffee**
  - Juan Valdez
7. **Colorimetric and spectral matching**
  - Marc Mahy, Agfa Graphics
8. **Spectral data communication from prepress to press**
  - Veronika Lovell, Sun Chemical
9. **How to use the new ISO 13655 measurement conditions M0-M3**
  - Ray Cheydleur, X-Rite Inc.
10. **How to work with the Perceptual Reference Medium Gamut**
  - Phil Green, NTNU in Gjøvik
11. **Lunch**
  - all



# Today's Program (part 2)

12. **What problems can be solved with iccMAX**
  - Max Derhak, Onyx Graphics (ICC co-chair)
13. **BRDF measurement and color appearance simulation based on iccMAX framework**
  - Wei-Chun Hung, National Taiwan University of Science and Technology
14. **Digital print: matching offset vs. pure digital**
  - William Li, Kodak
15. **Consistent colour appearance**
  - Greg High, NTNU in Gjøvik
16. **Coffee**
  - Juan Valdez
17. **Multi-angle spectroscopic measurements at University of Pardubice**
  - Petr Janíček, University of Pardubice
18. **An image-based multi-angle measurement setup**
  - Aditya Sole, NTNU in Gjøvik
19. **Multi-color Round Table**
  - William Li, Marc Mahy, Max Derhak, Craig Revie
20. **Evening reception**
  - all



INTERNATIONAL  
COLOR  
CONSORTIUM

Thank you to our sponsors!





INTERNATIONAL  
COLOR  
CONSORTIUM

# Hitchhiker's Guide to the ICC

**William Li**  
**ICC co-chair**

**Prague, Czech Republic**  
**June 29, 2017**



INTERNATIONAL  
COLOR  
CONSORTIUM

# The ICC: That's Not Cricket...



**Cour  
Pénale  
Internationale**

---

**International  
Criminal  
Court**

***International  
Cricket Council***



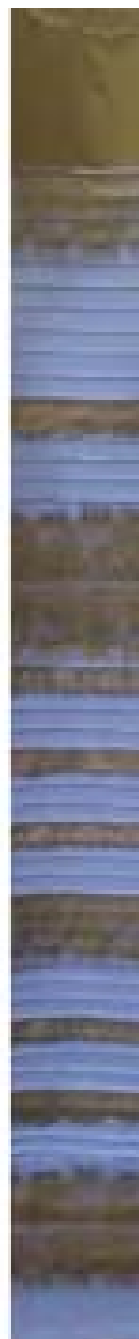
**International  
Color Consortium<sup>®</sup>**



INTERNATIONAL  
COLOR  
CONSORTIUM

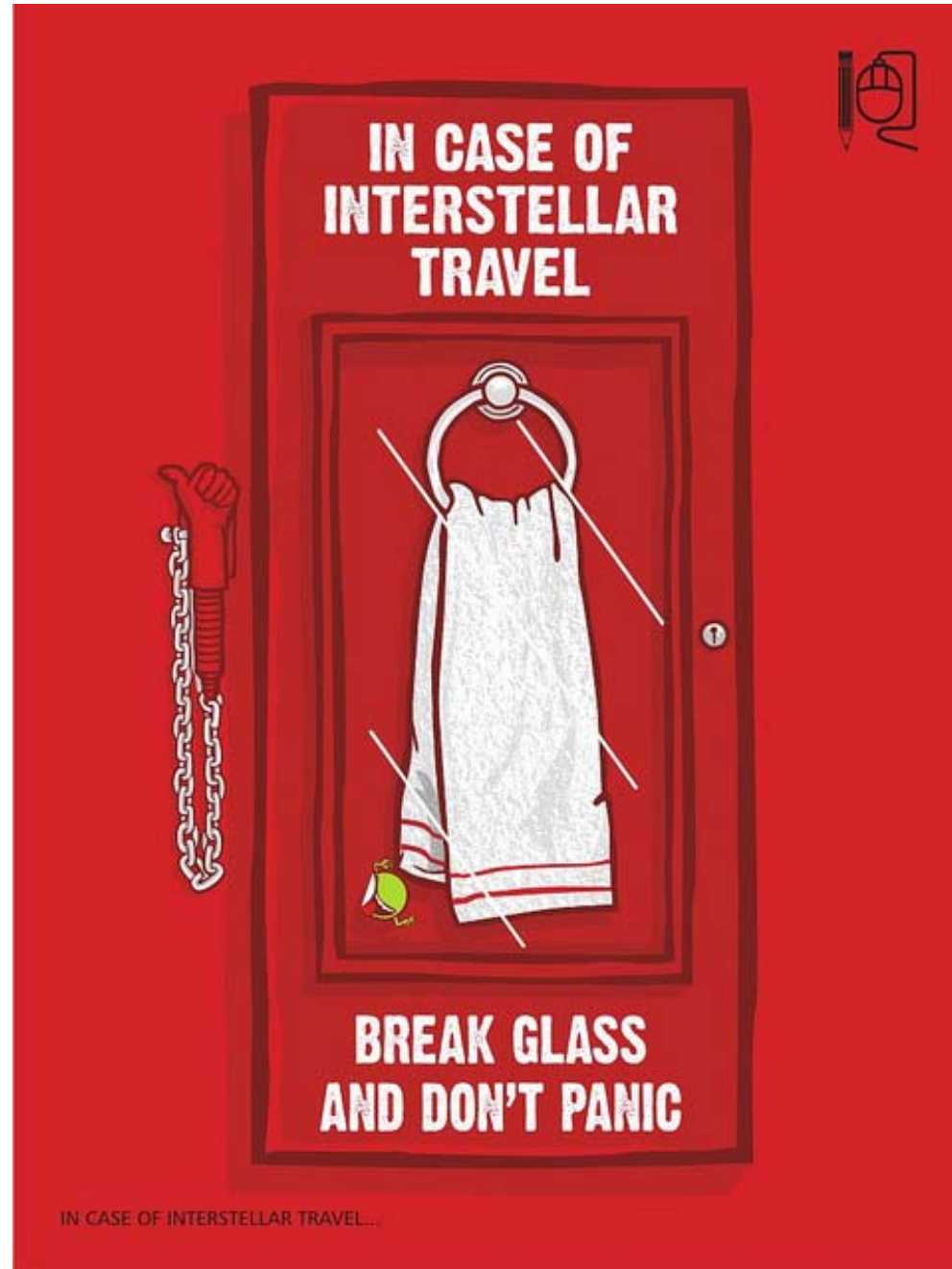








INTERNATIONAL  
COLOR  
CONSORTIUM





# ICC Mission Statement

*Create, promote and encourage evolution of an **open**,  
**vendor-neutral**, **cross-platform** colour management  
system architecture and components*



# Color Facts

People make a subconscious judgment about an environment or product within **90 seconds** of initial viewing. Between 62% and **90%** of that assessment is based on **color** alone.

Color



Sources: Xerox Corporation and International Communications Research from February 19, 2003 to March 7, 2003



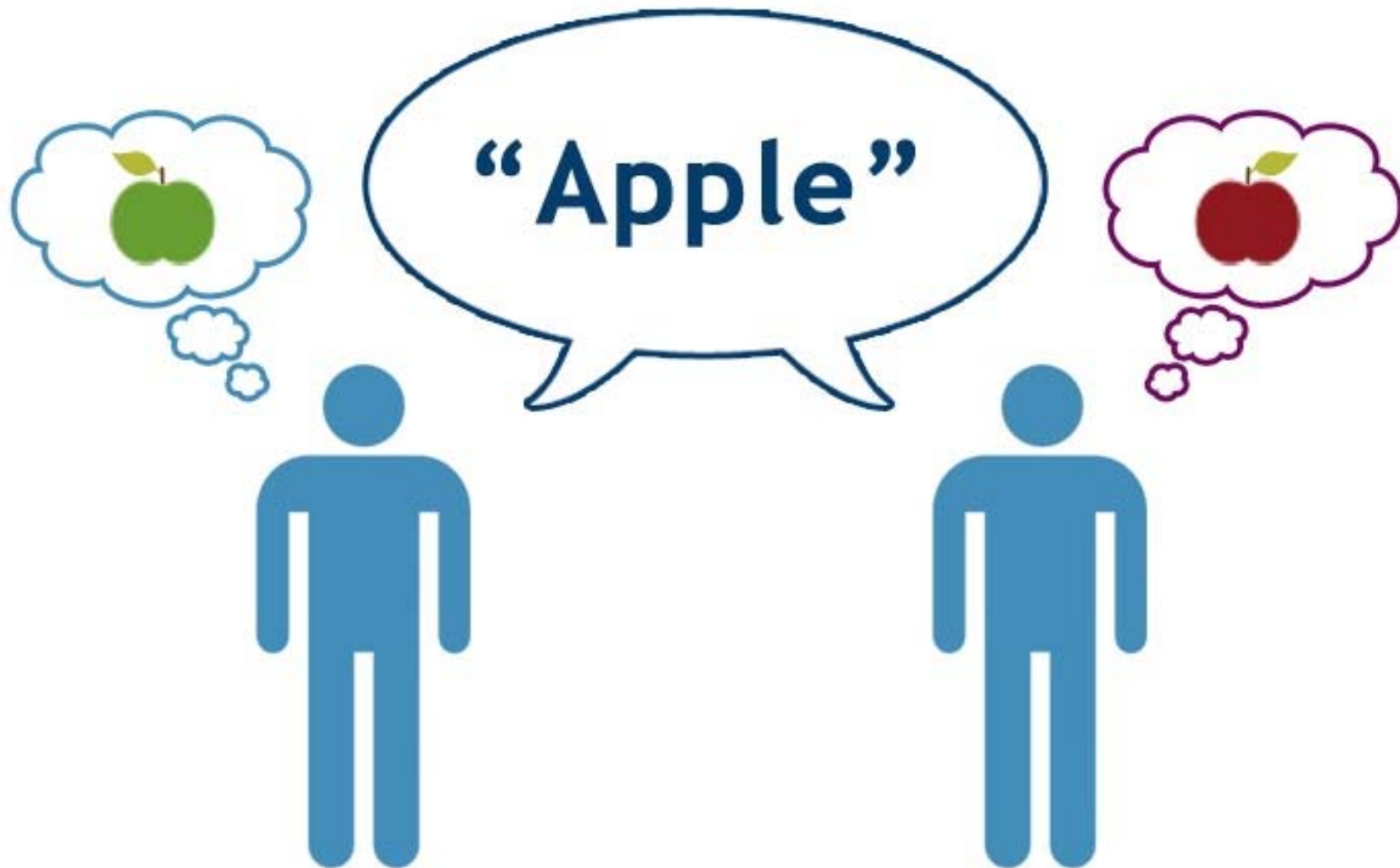
INTERNATIONAL  
COLOR  
CONSORTIUM

# Creativity in Colour





# Delivery and Expectations





# What Color is Your Fish?





INTERNATIONAL  
COLOR  
CONSORTIUM







INTERNATIONAL  
COLOR  
CONSORTIUM

# Packaging Color





INTERNATIONAL  
COLOR  
CONSORTIUM



**DON'T PANIC**



# Founding Members

Adobe Systems Incorporated

Agfa-Gevaert N.V.

Apple Computer, Inc.

Eastman Kodak Company

FOGRA-Institute (Honorary)

Microsoft Corporation

Silicon Graphics Inc.

Sun Microsystems, Inc.

Taligent, Inc.



# Today's ICC: Some Gratuitous Numbers

- **68 international members.**
- **12 Steering Committee meetings per year.**
- **4 ICC events in 4 countries:**
  - 2016 – India, Taiwan, Indonesia, USA.
  - 2017 – India, Indonesia, Czech Republic.
- **3 full meetings per year on 3 different continents.**
- **1 organization supporting industrial color interchange standards.**



INTERNATIONAL  
COLOR  
CONSORTIUM

# Global Colour





# Join ICC!

- **Active work areas:**
  - Packaging & Graphic Arts
  - Display
  - Medical
- **Network:**
  - Active companies
  - Color scientists
- **Look ahead:**
  - Confluence of standards organizations



# So Long, and Thanks for All the Fish!

