

For Immediate Release

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Contact: Bob Wolff
The Drucker Group (312) 867-4960**IPA study confirms superior ICEserver visual performance**

Grand Rapids, MI — June 7, 2010 — There is a clear winner in the critical Visual Evaluation section of the IPA 2010 “Ink Optimization RoundUP,” an independent technical evaluation of ink optimizing software. Results released today during the IDEAlliance + IPA Technical Conference at the Westin O’Hare Hotel in Rosemont, IL, show that FineEye Color Solutions’ ICEserver Litho tops nearly a dozen products in Visual Evaluation, matching the targeted original GRACoL[®] print. ICEserver is the only optimization software product shown to deliver significant ink savings *without* degrading visual color quality.

“We are delighted with the results of this study, but not surprised,” says Ian Mackenzie, vice president of marketing for the Grand Rapids, Michigan-based firm. “Our patent-pending Intelligent Color Engine (ICE) technology is truly unique. ICEserver Litho uses an advanced algorithm to selectively zero-in and optimize each color in any area of the image, and strike the perfect balance between visual accuracy and optimized ink usage to meet GRACoL[®], SWOP[®], SNAP or any shop specifications. In this study, ICEserver was determined to have the best visual quality. This proves it is the ideal optimization product to go to market with and not compete against.”

The independent “Ink Optimization RoundUP” was coordinated by Abhay Sharma, PhD, from Ryerson University. RoundUP evaluation categories included printing accuracy to GRACoL, ink reduction, stability on press and overall image quality. Inkjet proofing and offset printing tests were conducted.

In the Visual Analysis portion of the study, judges compared optimized press sheet images with the original un-optimized image in terms of highlight detail, shadow detail, flesh tones, color cast, gray balance, gradients, overprints, moiré, artifacts, and overall similarity of each image to the original. Dr. Sharma states in his report, that “... one solution (FineEye ICEserver Litho) was judged to be better than the original!

“In order to be successful, ink optimized images need to preserve the look of an unoptimized image,” continued Dr. Sharma. “If the quality of the optimized images is reduced, the results will be unacceptable to many print buyers. Other tests in the

RoundUP have evaluated the colorimetric accuracy of ink optimization, but often the real test is – do the images look good? Measured values are great, Delta E is very useful, but at the end of the day printers and customers want to see real images on real press sheets.”

Visual evaluation results from this independent analysis confirm ICEserver’s ability to match the original. FineEye’s ICEserver Litho was the only product in the Visual Evaluation section of the 2010 RoundUP to not degrade quality.

Mackenzie notes that ICEserver Litho 2.0 includes a unique Expanded Gamut (XG) feature that allows printers to push the color even further on-press. You can print to G7 Extreme[®] specifications and achieve a more dramatic effect — even with specialized stochastic screening — without muddy or dark tones, and ink savings with ICEserver Litho XG are even greater. This presents choices to both the print buyer and print provider with clear market differentiation.

The complete independent “Ink Optimization RoundUP” report can be viewed during the IDEAlliance + IPA Technical Conference today and tomorrow, June 8, or obtained from IDEAlliance (<http://www.ipa.org/knowledge/ink-study-2010>). Your FineEye Color Solutions representative can provide contact details. Examples of FineEye’s XG Printing can also be seen in the Value-add Pavilion at the conference.

FineEye Color Solutions, a pioneer in new color separation technology, formed as a result of the September 2009 merger between Chromaticity Inc. of Grand Rapids, MI. and FineEye Color Solutions of Mountain View, CA. The company combines software development, color management expertise and a state-of-the-art inkjet media converting facility in Grand Rapids. For Intelligent Color Delivered you want FineEye, so visit the web site at www.fineeyecolor.com or call (616) 988-6119. For more information, contact Bob Wolff at The Drucker Group – (312) 867-4960.

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Photo Caption

Visual evaluation of press sheets in the IPA 2010 “Ink Optimization RoundUP” clearly shows that, in the process of aggressively saving ink, ICEserver Litho from FineEye Color Solutions is the only system in this independent study that did not visually reduce color quality vs. the original GRACoL[®] print. “RoundUP” results were released at the IDEAlliance + IPA Technical Conference, held June 7-8 in Rosemont, Illinois. The complete report is available at www.ipa.org/knowledge/ink-study-2010.