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Technical bulletin

FAQ on the Creo DPC for Sales and Service

Q: What does the Creo Digital Proof Controller (DPC) consist of?
A: The hardware is an IBM Tiger platform, 250mhz single CPU running a subset of Brisque 4.0 software. Note that this Tiger box is **not** recycled hardware or end-of-life, but shipped straight from IBM. The Creo DPC also comes with a copy of Profile Wizard. Depending on the DU, it may also come with a color calibration and service package, which would be mandatory (and add to the cost of the $7,000 base price).

Q: Will it be able to do imposition proofing as well as color-sensitive contract proofing?
A: Yes. Unlike the HP 5000 and Epson 10000, it will be able to do backed-up imposition proofing, as well as high-resolution, six-color contract proofing. Note that enhanced imaging is on paper that cannot be printed on both sides.

Q: How are we to connect this product to all our workflows?
A: Prinergy and IMPAct customers will be able to drive the Iris43WIDE via 8-bit TIFF. PS/M and Brisque customers will be able to drive it via CT/LW. Brisque customers can drive the Iris43wide directly from their Brisque workflow system. However if additional processing capacity is required, to support the proofing through an Iris43WIDE device, this solution provides a cost-effective addition to their workflow.

Q: Will there be ICC profile creation to match the press with this solution?
A: Yes! By using Profile Wizard, the installation will include ICC profile creation to match the press.

Q: Will there be a calibration routine for daily or weekly calibration or linearization of the device?
A: This will need to be accomplished by using Profile Wizard to modify the ICC color profile. The development team is working on tools to simplify the calibration procedure.

Q: Will we be bundling a spectrophometer?
A: At this point, we have decided not to bundle a spectrophometer. Profile Wizard 2.5, which is scheduled to come out of beta in April/May 2002, will be qualified with many new types of spectrophometers, including some very inexpensive ones ($1500) that have been released to market in the last year. Many customers have already purchased spectrophometers so we believe, in a large percentage of sales, that we would be forcing customers to buy a piece of equipment that they already have.

Q: How many types of paper will be supported?
A: Five. Two main papers have been fully qualified: Semi-Matte (high-quality) and Signature (Imposition). Three others (Gloss, Matte, Satin) have been qualified for 8-up and we are working on qualifying them for 4-up.

Q: What does this mean for the BestRIP-to-Iris43WIDE beta program?
A: That product has been cancelled and has been removed from the pricelist. The current beta customers will be allowed to trade in for the Creo DPC or can stay with the BestRIP.

Q: What advantages does the CREO DPC have over the BestRIP?
A: In a side-by-side comparison, we found no significant differences in quality of output. We found that the CREO DPC had slightly better performance. Also, the COGS slightly favored the DPC. In the end, the determining factor was that since our own software is running on the DPC, we will have more control in the future in enhancing the product.

Q: Are we turning away from the BestRIP entirely?
A: No, absolutely not. As noted in the PWS steering minutes, "*We will continue with the BEST solution for Prinergy to 3rd party proofer connectivity.*" Furthermore, we may consider deepening our relationship with Best Color in the months ahead. In the meantime, we asking our service and sales organization to continue familiarizing themselves with the Best Color proof product. This familiarization is in the interest of preparation for our next generation DOD proofing devices.

About Creo

Creo is a world leader in solutions for the graphic arts industry. Core product lines include image capture systems; inkjet proofers; thermal imaging devices for films, plates and proofs; professional color and copydot scanning systems; and workflow management software. Creo is also an Original Equipment Manufacture supplier of on-press imaging technology, components for digital presses, and color servers for high-speed, print-on-demand digital printers.

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