

## CHROMAQA

### LEAD QUESTIONS:

1. Are you using any color quality software now?
2. Do you have multiple presses, plants, locations that you are trying to connect?
3. Are you printing for color critical brands?
4. Are you generating waste based on color problems and customer rejects and reprints?
5. How are you communicating results internally and with your customer?
6. Timeline/budget/decision maker?

### TARGET ACCOUNT CRITERIA:

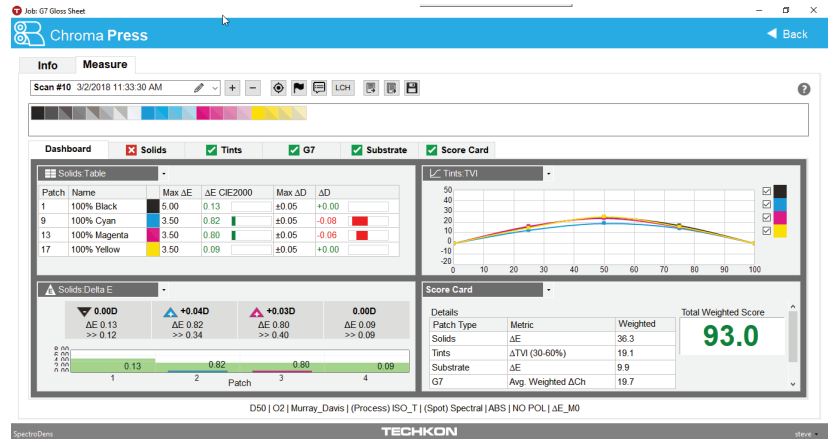
- Anyone that is printing ink on a substrate and needs accurate color measurement
- Customers who already have Techkon hardware or are in the process of replacing or purchasing new hardware and need a software color control QC component
- Small, Mid, Large printers using any print process (offset, digital, flexo etc.)
- Printers with multiple presses/locations

### ADVANTAGES OF COLOR QUALITY SOFTWARE:

- ChromaQA color quality platform utilizes a client-server-based architecture to connect multiple users, multiple presses and multiple print locations ensuring consistent results
- ChromaQA print jobs can be created outside of the pressroom and prior to production, reducing complexities for press operators
- Create customized reports for customers and utilize powerful data analysis tools to learn from your production data for further process improvements and cost savings
- ChromaQA connects all members of a printing team. The Ink Kitchen can define & manage color assets, Prepress can create & set job specifications, the Pressroom can measure color bars from live jobs & view pass/fail, and the QA Department can design internal & customer reports
- ChromaQA is flexible enough to benefit any size of print operation, from a smaller printer with a single press to large enterprises with multiple printing locations
- Ensure everyone within the organization is using the same standards and printing to the same numbers
- Instant feedback provided to the operator, including, but not limited to, directions on how to correct their color

### FEATURES/BENEFITS:

- Easy deployment of color standard and tolerance information
- Real-time press room monitoring, so operators detect problems before waste eats into profits
- Automated customer reports for higher customer confidence and better printer-client relationships
- Data mining for continued repeatability and process improvement



### BASIC COST STRUCTURE AND WHAT'S INCLUDED:

- MSRP: 1-4 Licenses - \$4,500, 5+ License - case-by-case, \$1,000 Yearly Maintenance and Hosting Fee
- All software upgrades including new features and bug fixes
  - Unlimited email and phone technical support
  - Online training sessions