Alwan
Color Expertise

# Hydra Profiling®
# Spectral Profiling
# by Alwan


## UNIQUE BENEFITS

### Easy

Wouldn't it be nice to enable your customers characterize their press using their instrument process control measurement data?
No specific test charts, no top-notch printing conditions, no more tedious and endless printing sessions!

### Fast

Wouldn't it be nice to have spectral measurement data automatically assessed, filtered and qualified for profiling?
No manual assessment, no averaging, no more endless data massaging!

### Print-Cost Free

Wouldn't be nice to enable your customers profile their press during Production?
No dedicated manpower, no consumables waste, no more endless profiling sessions!

## HYDRA PROFILING®

The fact that quality characterization data and accurate ICC profiles are tedious, long and costly to obtain, results in printers using inaccurate generic profiles, or obsolete device profiles, or no profile at all in order to avoid profiling their print devices.
Alwan Hydra Profiling® technology addresses these concerns and provides an automated and cost-effective way of characterizing and profiling a print device.
Thanks to its patent pending spectral technology, Alwan Hydra Profiling® is able, from a set of limited number of printed patches, to predict and regenerate the entire IT8 and build the corresponding ICC profile.
Moreover, required printed patches can be measured in production, using process control strip or color bar making dedicated calibration and profiling print sessions a thing of the past.
Due to its ability to identify the spectral properties of device colorants (ink/toner...) and substrate (reflective, transparent...), Alwan Hydra Profiling® technology is able to accurately characterize and profile any 3/4/5/6/7 colors printing process.

## Hydra Profiling® embedded in Alwan PrintStandardizer (APS/X)

When Hydra Profiling® option is activated in APS/X, production measurements with appropriate filtering applied are used to feed profiling data base.
When APS/X has enough qualified data, it will automatically generate the corresponding IT8.7-4 characterization data and device profile. You can also use Hydra generated IT8.7-4 data to build your device ICC profile with your prefered profiling software.
Printers can therefore accurately profile their 3/4/5/6/7 colors conventional or digital print device without tedious printing sessions, IT8s, or interruption of production.
Alwan Hydra Profiling® patent pending spectral technology is able to regenerate an accurate IT8 and ICC profile from Alwan process control strip with as little as 40 patches for CMYK devices and 96 patches for 7c devices.

## Hydra Profiling® embedded in Alwan ColorHub (ACH/X)

When Hydra Profiling® option is activated in ACH/X, accurate ICC profiles can be built from virtually any measurement file.
Prepress operators can now accurately profile 3/4/5/6/7 colors conventional or digital print device without tedious printing sessions, IT8s, or interruption of production.
Alwan Hydra® patent pending spectral technology is able to regenerate the most accurate ICC profile possible from virtually any target and any number of patches.

## Hydra Profiling® Requirements

Hydra Profiling® technology is available on Windows, Mac OS X and Linux platforms.
It can be easily integrated in third-party RIPs, DFEs, process control, and ICC color management software.

## Hydra Profiling® Accuracy

| CMYK Profiles | | | | | | |
|---|---|---|---|---|---|---|
| | **IT8.7/4 Reference 1638 Patches** | **Offset - Coated Paper 40 Patches** | **Flexo - Coated Paper 40 Patches** | **Flexo - Flexible film 135 Patches** | **Inkjet - Coated Paper 220 Patches** | **Toner - Coated Paper 220 Patches** |
| **Average $\Delta E_{00}$** | **0.5 - 1.0** | 0.8 | 1.0 | 0.9 | 0.9 | 0.9 |
| **Best 95% $\Delta E_{00}$** | **0.5 - 1.0** | 0.8 | 0.9 | 0.9 | 0.7 | 0.8 |
| **Max 95% $\Delta E_{00}$** | **2.0 - 4.0** | 1.8 | 2.4 | 2.8 | 3.9 | 2,2 |

*Alwan Hydra® profiles are as accurate as IT8 based profiles, with 10 to 40 times less patches, work and cost!*
*Above ΔE00 show AToB tables accuracy on calibrated processes.*
*For more information regarding Hydra Profiling® accuracy figures, please contact support@alwancolor.com*

## “Hy.dra: noun, [hahy-dree]

*Hydra Polyps have a remarkable ability to regenerate after bisection or even after dissociation, and thus offer a unique model system to investigate the cellular and molecular basis of eumetazoan regeneration – they appear not to age or die of old age.”*

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