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PRECISION COLOR ANNOUNCES HDC, A NEW SEVEN-COLOR PRINTING PROCESS FOR HIGH-END WORK

PLYMOUTH, Michigan, May 21, 1992. -- Precision Color, Inc. announces the first commercially usable seven-color printing process. The new process is called "High Definition Color" or HDC.

The process was developed by Mr. Bob Travis of Precision Color. Bob explains, "We have expanded the traditional printing color gamut by adding the secondary ink colors - red, green and blue - to the normal process colors - cyan, magenta, yellow and black." The additional inks produce highly saturated reds, greens and blues, a common deficiency in ordinary four-color printing. The resulting images are striking, having a nearly three dimensional look.

The process is accomplished on a Scitex imaging workstation. The red, green and blue images are derived from a regular four-color separation. Then that original separation is modified to accept the additional colors. A special screening technique is used to prevent moire patterns. The seven-color images may be printed with ordinary inks and closely match off-press proofs made with 3M Matchprint.

The HDC process fills the need for a dependable high-end color reproduction method. It will find application in markets such as automotive, fashion, travel, food and fine arts.

Precision Color is a full service pre-press firm based in Plymouth, Michigan. The company is well known for its technical innovations and high quality work. For more information, contact Mr. Alan Marshall at (313) 459-5640.