

# Take Control of Color in Your Pressroom

## with **PressCal**, a Free Software Tool for Calibrating Printers and Presses

Printing is a very competitive business. Margins are tight. Color problems can be the difference between profit and loss. A smart printer will take control of color proactively, to maintain quality and reduce waste.

**PressCal** is a software tool for calibrating color in the pressroom. The software was created in 2004, to calculate tone curves by a technique that became the G7\* method. Over the years, the software evolved, and is now available as a free, open source tool.

**PressCal** uses a next-generation technique called the **Optimal** method. Your color printer or press is matched to an ICC reference profile with a powerful math [algorithm](#), used by scientists and engineers. You can download the software and documentation at <https://optimalmethod.org>.

**PressCal** consists of three integrated tools. The **grade tool** compares your printing against the ICC reference profile, using tests defined by standards. The **ink balance tool** helps you determine optimal solid ink densities for offset and flexo printing. The **curve building tool** computes tone curves using your choice of **TVI**, **G7\***, **SCTV**, or **Optimal** methods.

**PressCal** is extremely flexible. It will generate perfect tone curves for any printing process, with any number of inks, using the sample set you choose. The software includes templates for the most common use cases. **PressCal** is a universal tool that will solve your calibration problems.

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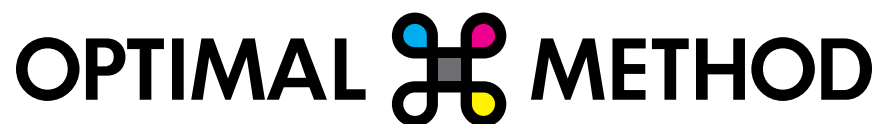
\* G7 is a registered trademark of Idealliance

# PressCal Features and Benefits

- Color reference is an ICC profile
- Makes vector curves of adjustable complexity
- Residual color errors minimized by powerful optimization engine
- Ink mapping selects method used for each individual curve
- Adjustable white point mapping
- Adjustable OBA compensation
- Black point compensation, manual or optimized
- Use any test chart with sufficient samples
- Sample selection by tokens
- Outputs curve formats for common DFEs
- Curves may be applied to ICC profiles
- Ink balance tool for setting offset/flexo ink densities
- Grading tool to check compliance with print standards
- Graphing of solid ink colors, tone curves, and color errors
- Statistical analysis of color errors, before and after optimization
- Statistical output for Excel, MATLAB, R, etc.
- Basic setting templates for most common use cases
- Comprehensive [User Manual](#)
- Free, open source, customizable, optional CLI

## System Requirements

A Macintosh computer running OS X/macOS 10.10 (Yosemite) through 13 (Ventura), Intel or Apple Silicon processor.



<https://optimalmethod.org>