Green Shoots

Agfa's new Antura fount solution plus the company's Thermofuse digital plate technology together provide alcohol-free printing on sheetfed presses, without compromising quality. According to Agfa, Antura is optimised for its plates and is designed to help sheetfed printers to reduce Isopropyl alcohol usage. Reduced alcohol usage means less chemicals and the elimination of VOCs on press. It's also safer for press operators.

Google has set up a new subsidiary called Google Energy L.L.C. as part of its efforts to reduce its environmental footprint. Data centres consume huge amounts of power and in order to keep on the right side of the green lobby Google is investing in renewable energy. Its first effort is to put money into two wind farms with a combined capacity of 169.5 MW. These are being developed by NextEra Energy Resources in North Dakota, USA.

Along the same lines a UK data centre company called *Next Generation Data* has a series of energy efficiency initiatives, which are expected to reduce the data centre's carbon footprint. They include: waste and equipment recycling; using Energy Star equipment throughout the facility; installing motion sensitive lighting; using biomass and sustainable energy sources; buying green products including power; and buying locally.

Global engineering group *Trelleborg* is making briefcases out of old printing blankets. The Swedish company assessed various ways of recycling some of its products before commissioning a designer to come up with the bag. More ideas are expected.

The *PEFC* has concluded the global public consultation phase of its standards revision. Over 65% of the world's certified forests are managed according to the organisation's sustainability benchmarks, which are likely to be modified and probably tightened following the review's completion. The revised standards are expected to be presented to the PEFC General Assembly in November 2010.

For more green news, check out *The Verdigris Project:*

Verdigris

http://verdigrisproject.com

A Review

Brightest shining monitor ever

One of the most impressive and exciting news stories from IPEX earlier this year regarding colour management was the new monitor from Quato, the Proof View 700. It has, as the name indicates, a maximum brightness level of 700 cd/m2, which in practice means that it can be placed next to, or even inside, a viewing booth, and still have a contrast ratio between the black point and whitepoint high enough for high end softproofing.

The Quato Proof View 700 has in all 12 CCFL lamps (Cold Cathode Fluorescent Lamps) to generate the luminance level required to match that of the brightness of around 2000 lux in a viewing booth. Most competing monitors in the graphic arts high end category have around 350 cd/m2 as their maximum brightness level, which forces many users to reduce the brightness level in the viewing booth in order to be able to make a side-by-side comparison with the print or hardcopy proof against the document viewed on the monitor. This in turn means using a brightness setting in the viewing box that doesn't comply to the ISO standard for viewing booths, ISO 3664, and this is of course a compromise that should be avoided.

We have tested the Quato Proof View 700, and we must say it lives up to expectations. This is the first time since we have been testing monitors that what is viewed on the softproof fully matches what is viewed as a hardcopy

The Quato monitor Proof View 700 is a high end LCD-monitor with a brightness of 700 cd/m2, and a colour gamut large enough for accurate softproofing of both gravure printing and quality offset on coated papers.

When comparing documents, typically PDFs, viewed on a monitor, side by side with hardcopy proofs placed in a viewing booth, many users feel forced to reduce the brightness of the viewing booth to match the softproof. Not so with the Quato Proof View 700, which has the brightness to match.

proof placed in a viewing booth. This is the visual evaluation, but how about a numeric evaluation, using a spectrophotometer and verifying test software?

We used U-DACT (Ugra Display Analysis and Certification Test) for this part of the test, and the PV 700 passed the test with a margin to spare. The extended part of the U-DACT test, to check if the monitor has a large enough gamut to include most of the spot colours, revealed that Quato seem to have been forced to sacrifice colour gamut for brightness in the PV 700. The colour gamut of 865,000 colours is somewhere between that of sRGB and Adobe RGB, and means that the monitor can be used to softproof both high quality gravure printing and offset on coated paper, but not multicolour printing, such as spot colour printing.

The Proof View 700 should be a welcome companion to the viewing booth at the side of many press control systems, when hardcopy proofs aren't provided. The switch to softproofing, leaving out the hardcopy proofs,

seems to be a growing trend at the moment. A reliable softproofing system is then an important part of the quality management, and the Quato PV 700 is a good fit into this.