



# Want to save on your ink bill?

Alwan ColorHub Digital Edition is all about savings for the digital printroom. It allows you to save huge amounts of ink, drastically reduce your color maintenance and color management time, while printing accurate and predictable colors.

## HUGE INK SAVINGS



Alwan ColorHub offers 3 ink savings technologies: Industry standard Gray Component Replacement (GCR), Alwan's Dynamic Maximum Black (DMB), and the most sophisticated color separation for digital printers: Minimum TAC & Ink Usage (MTIU). GCR offers enhanced color separation for near-neutral colors as black is preferred to cyan, magenta and yellow inks. DMB goes the extra mile by using up to 10% less ink and toner than GCR Max without any compromise on quality.

MTIU technology optimizes the ink usage and the Total Area Coverage (TAC), which allows up to 50% ink savings compared to original separations. As a result, ink cost is significantly reduced and print stability and quality are often improved.



**Original**



**DMB**  
Ink Savings: 29%



**MTIU**  
Ink Savings: 38%



**Original**



**DMB**  
Ink Savings: 32%



**MTIU**  
Ink Savings: 50%



**Original**



**DMB**  
Ink Savings: 27%



**MTIU**  
Ink Savings: 44%



**Original**



**DMB**  
Ink Savings: 37%



**MTIU**  
Ink Savings: 44%

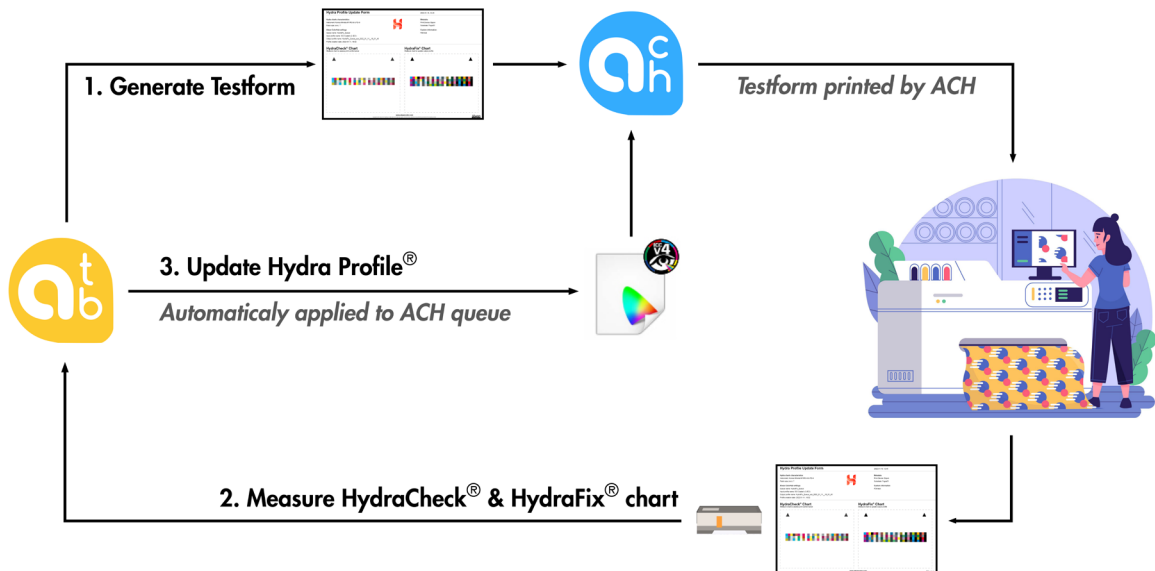
## HYDRA PROFILING® & HYDRAFIX®



Substrate change? Printing conditions change? Machine drift?.. No problem, and no need to spend 45+ minutes on updating printer queue or paper setup, with HydraFix® you can easily and quickly update your printer profile in a couple of minutes:

Print HydraFix® 84 patches control strip, measure it, done! the corresponding ACH queue is automatically updated with the new printer profile.

Result is accurate spot colors and ISO 12647 or G7® conformance for all your jobs!



# RETURN ON INVESTMENT IN LESS THAN 6 MONTHS



## Reduce ink costs

Alwan ColorHub can guarantee you at least 15% of ink savings (up to 50%) on all your jobs without any loss on print quality, giving you the certitud of a quick return on investment within a few months.



Lower costs,  
increase margins



Improve productivity



Color matching across  
printing processes

## Reduce color management maintenance time

HydraFix® makes most paper specific queues, inktcut, linearization and profiling operations an unnecessary waste of maintenance and production time. HydraFix® spectral profiling technology allows you to quickly update your print device calibration and ICC profile in few minutes.



Easy:  
3 operations in 1



Save time and money

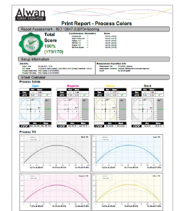


Fast:  
Accurate color in minutes

# QUALITY CONTROL REPORTING



Alwan ColorHub Digital Edition comes with Alwan ToolBox's Conformance Assessment option. This feature enables you to assess the conformance of your prints and printers according to ISO, G7® or custom standards, and get a PDF report for traceability and reporting purposes.



# SPOT COLOR SIMULATION



Printing accurate spot color without spot ink is necessary with digital devices. Alwan ColorHub's Dynamic color management in combination with Alwan's Hydra spectral profiles will give you the most accurate spot color simulation possible on your device.



# WEB BROWSER MONITORING



Alwan's Web Interface allows production and quality managers to monitor PDF files' color management status and result: color preflight, optimization, color management, ink savings etc. All available information on live and done jobs can be monitored in real-time, locally or remotely using any web browser.

