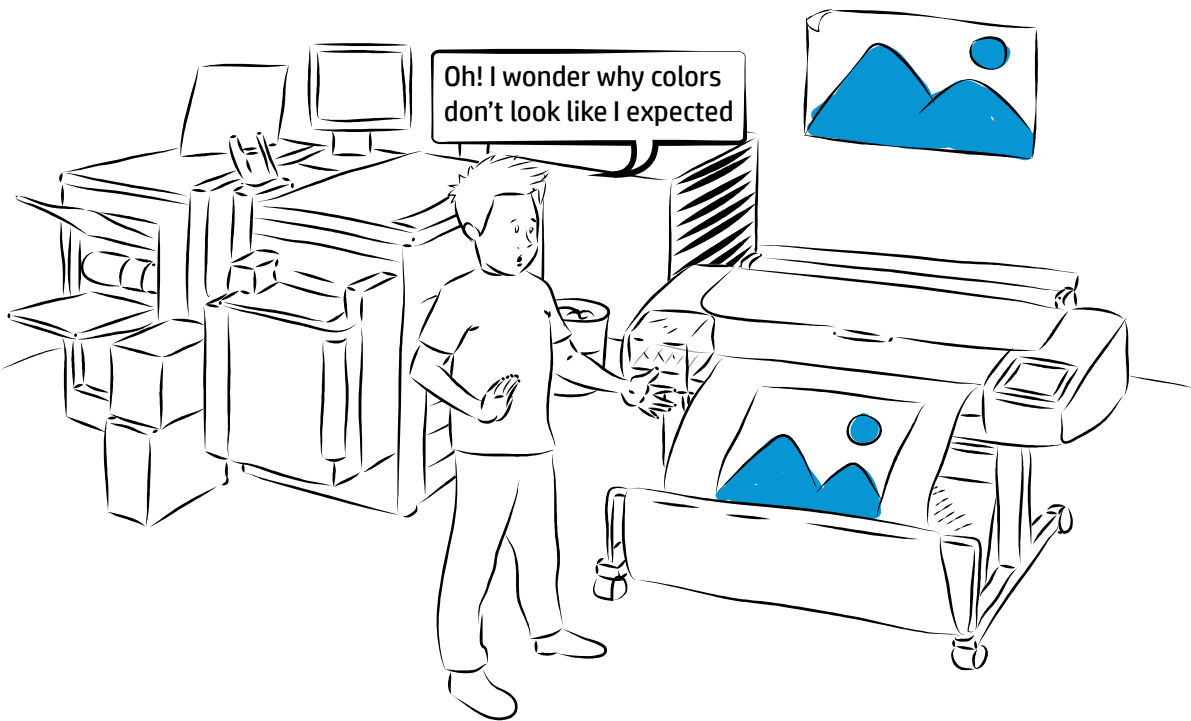


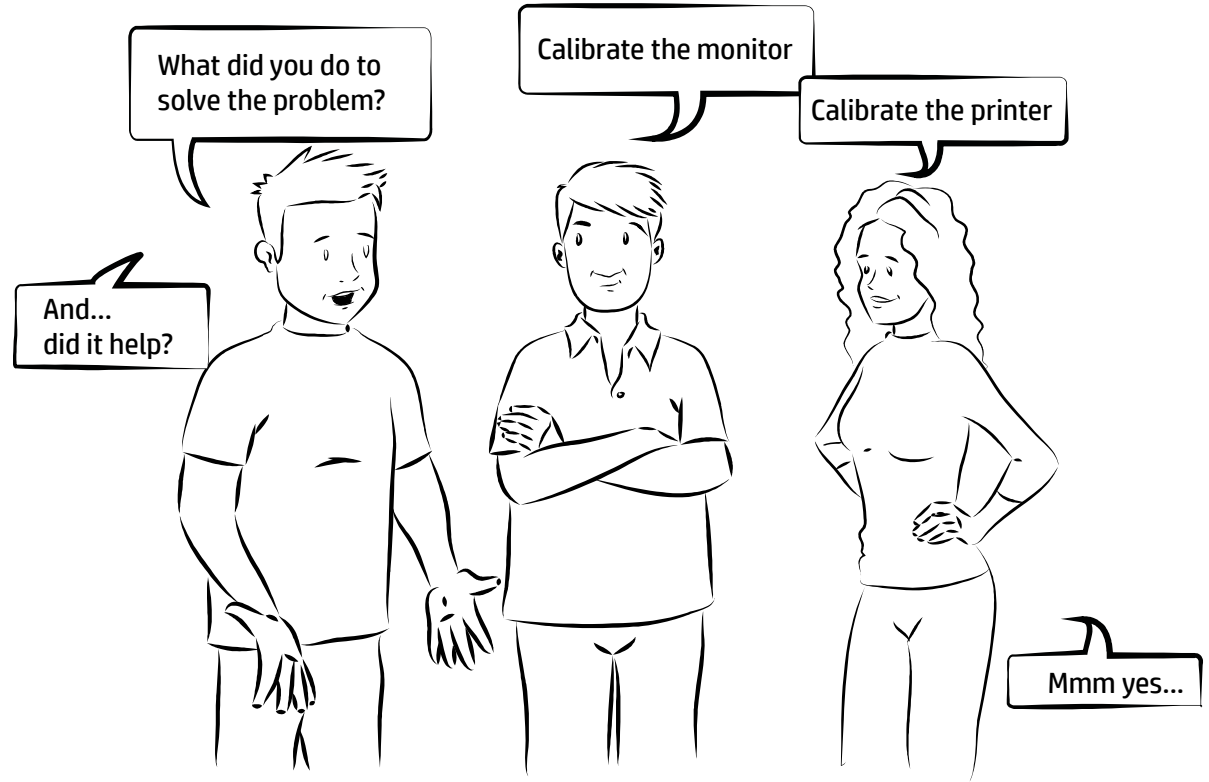
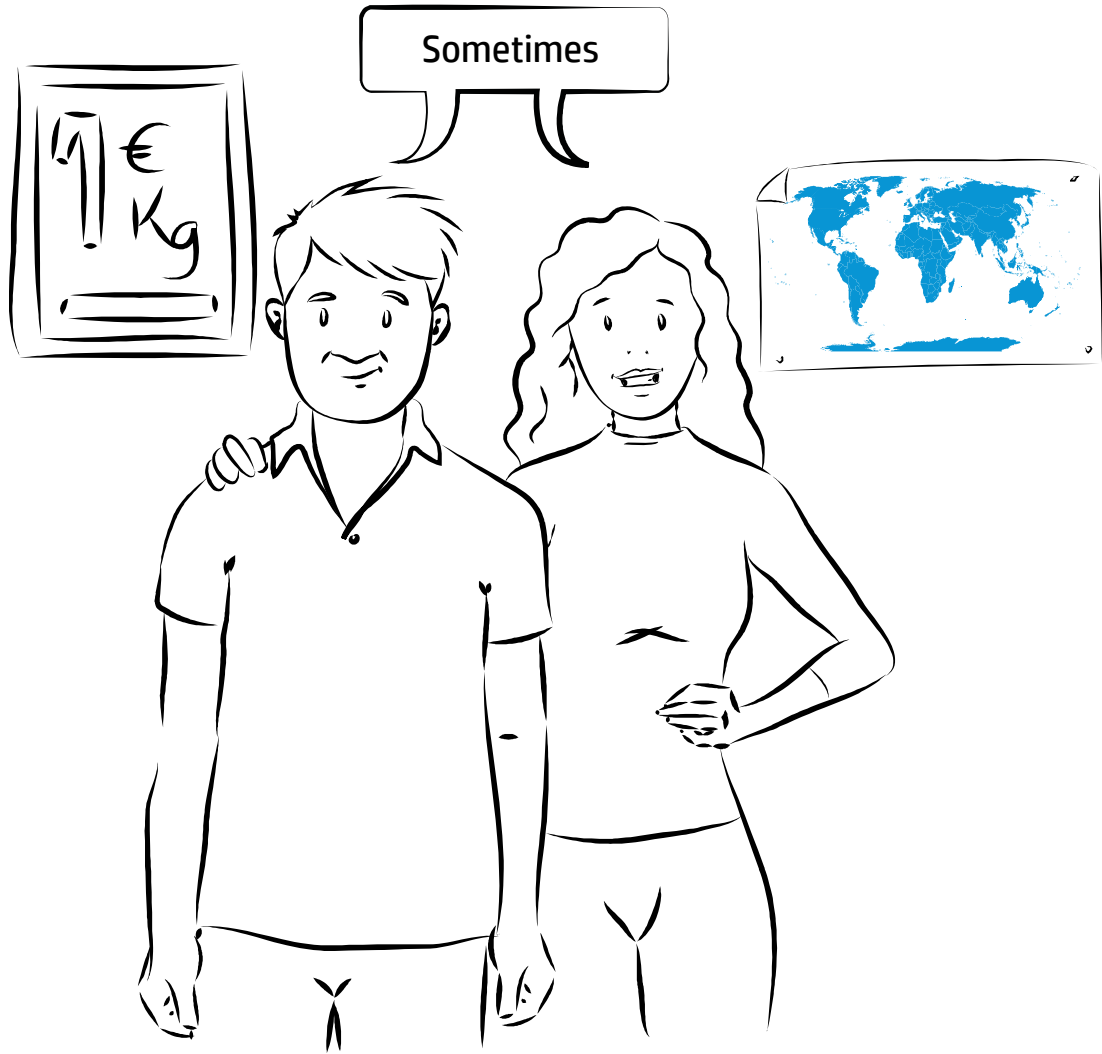
Printing Tips

How to ensure reliable image quality results

Marina Talavera/ June, 2016





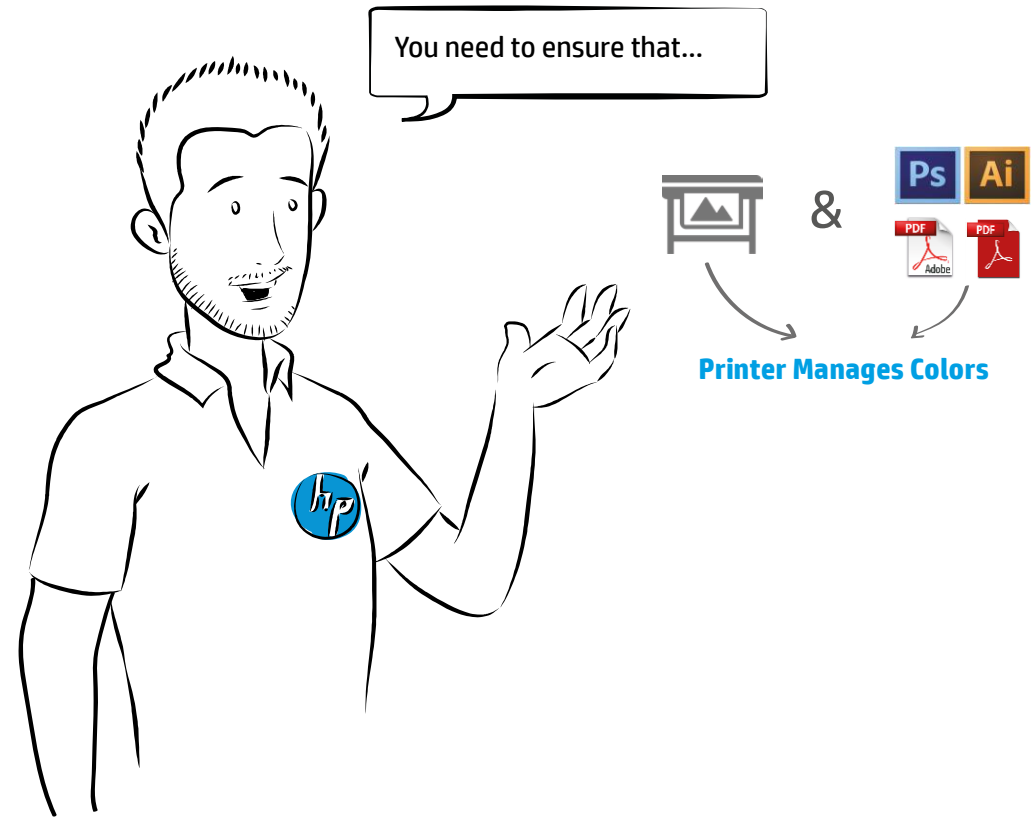


But, there should be an easy way to print the color as we expect, right?



@ HP we are experts in Color Management and I can give you some tips



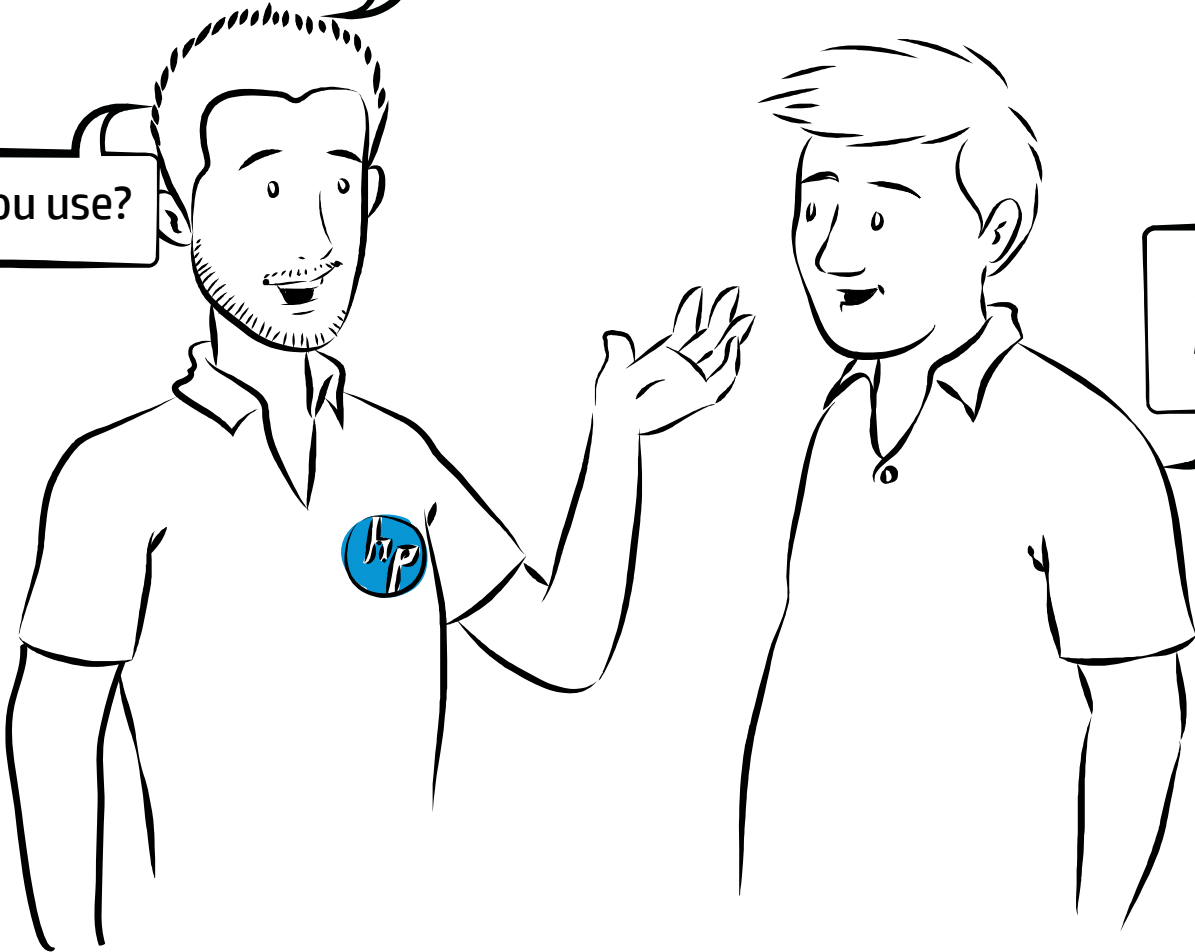


What do you use?

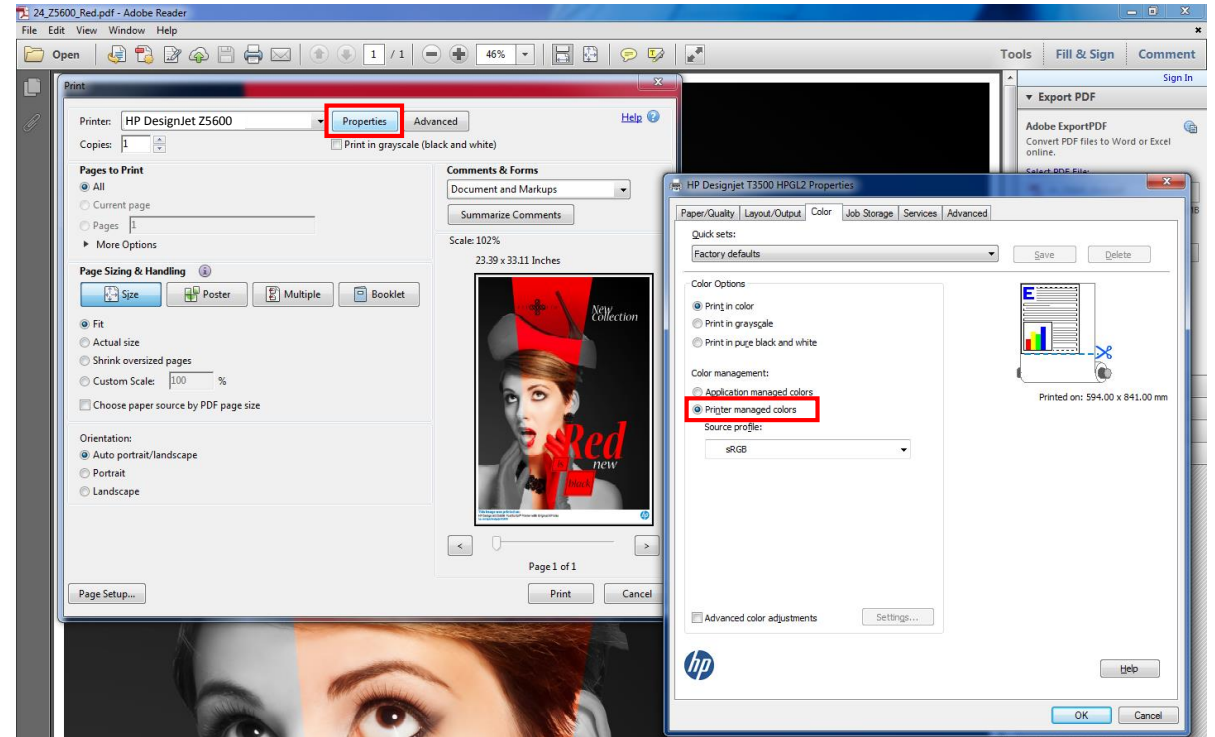
Don't worry, at the end it's the **printer** that has to do the **Color Management**

But we use different applications to print

Most of the time Adobe Reader



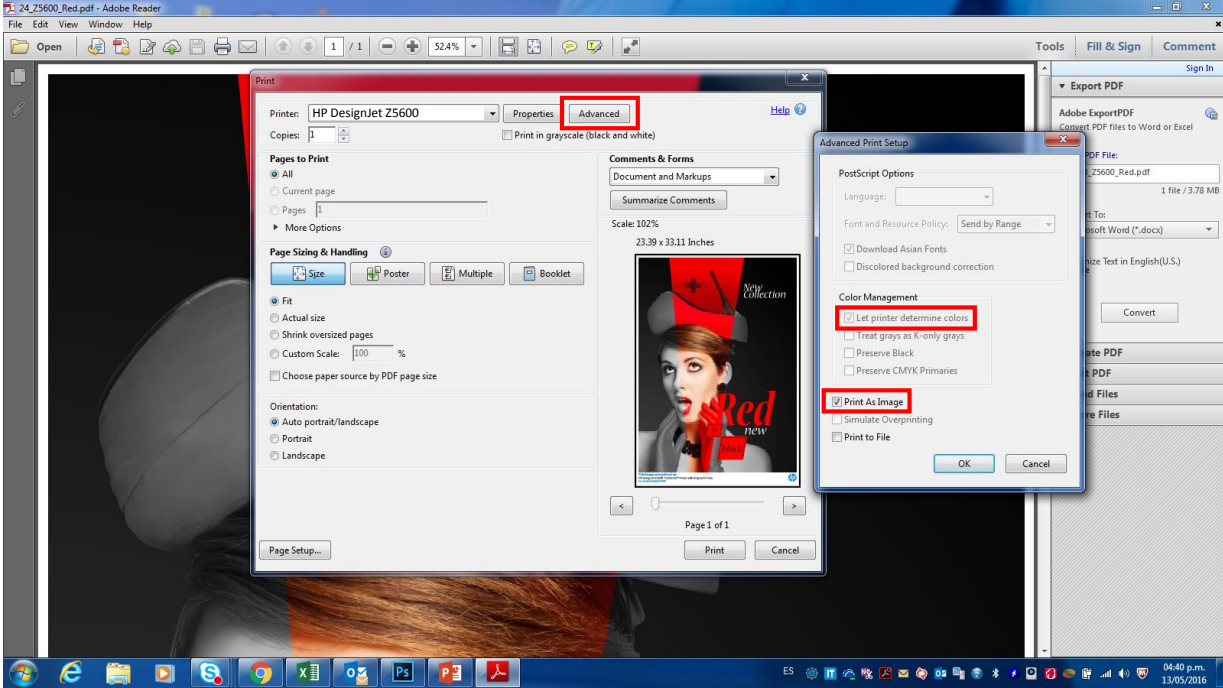
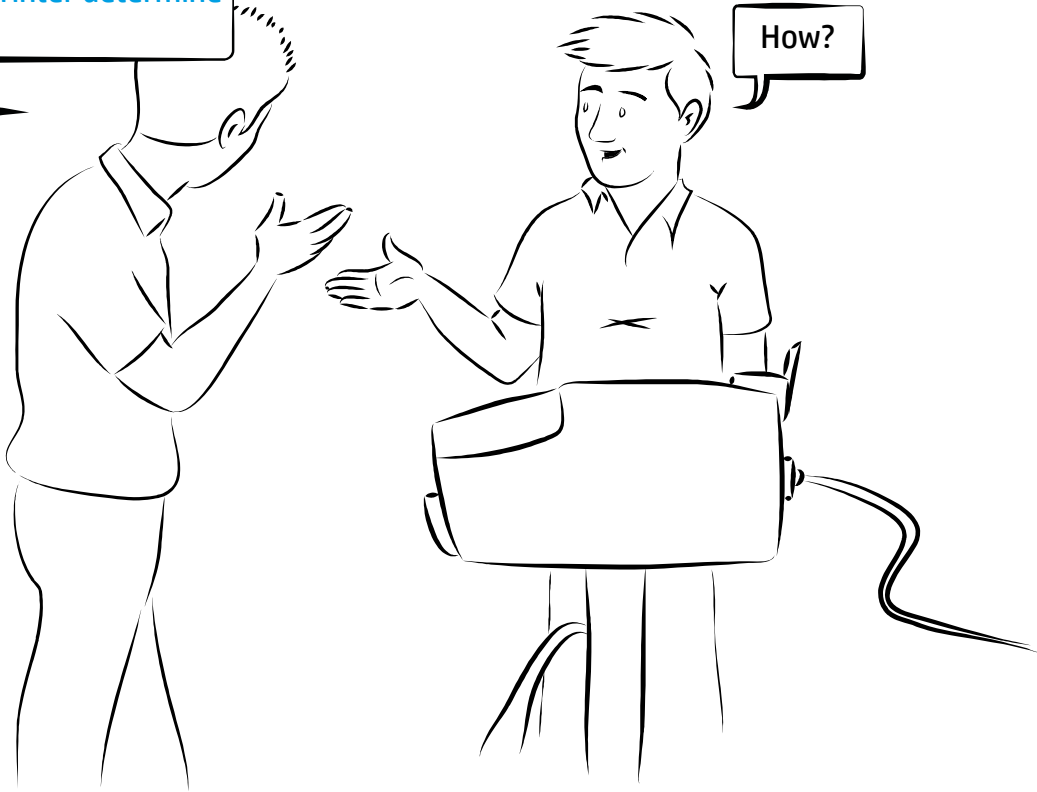
Ok, first check that
“**Printer managed colors**”
is selected in the driver



No, there's a second step.
In the application you need
to select **printer determine
colors**

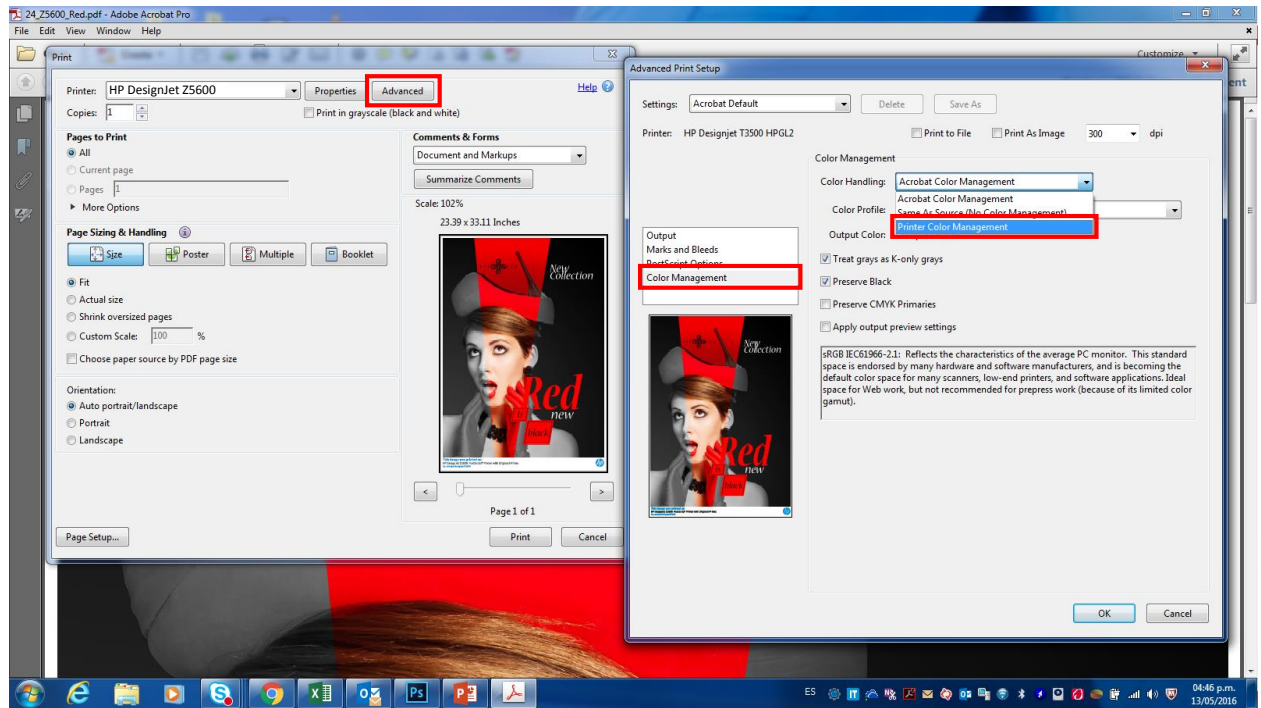
Is that all?

How?

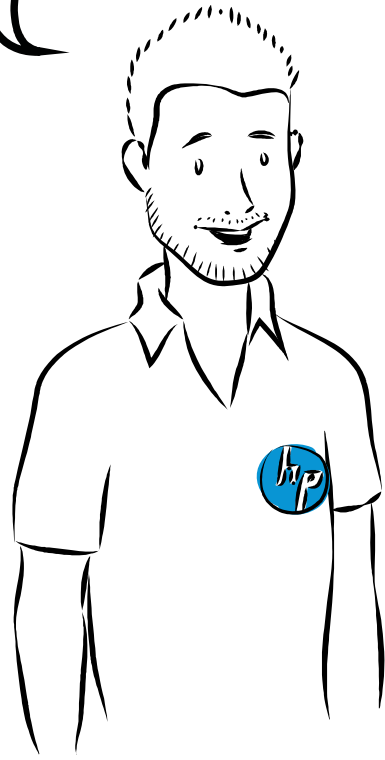


The steps are exactly the same, even if the app screen looks a little bit different

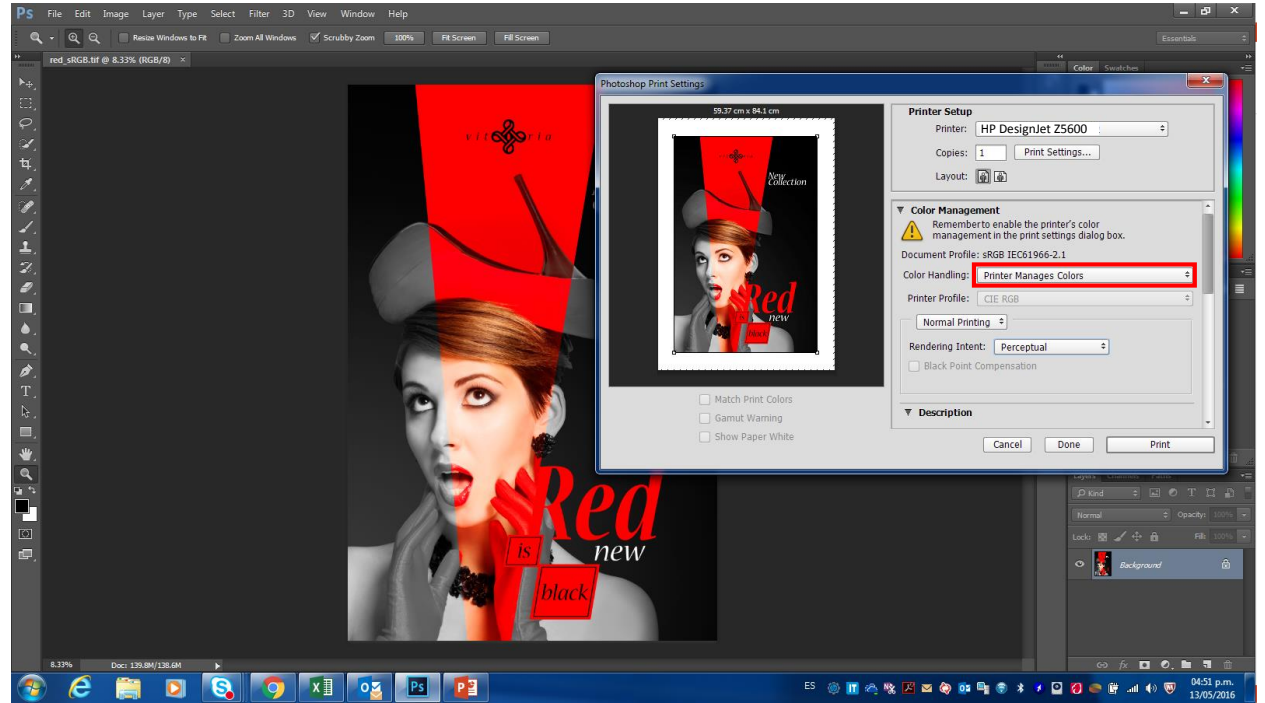
That's very easy, but I use Adobe Acrobat Pro

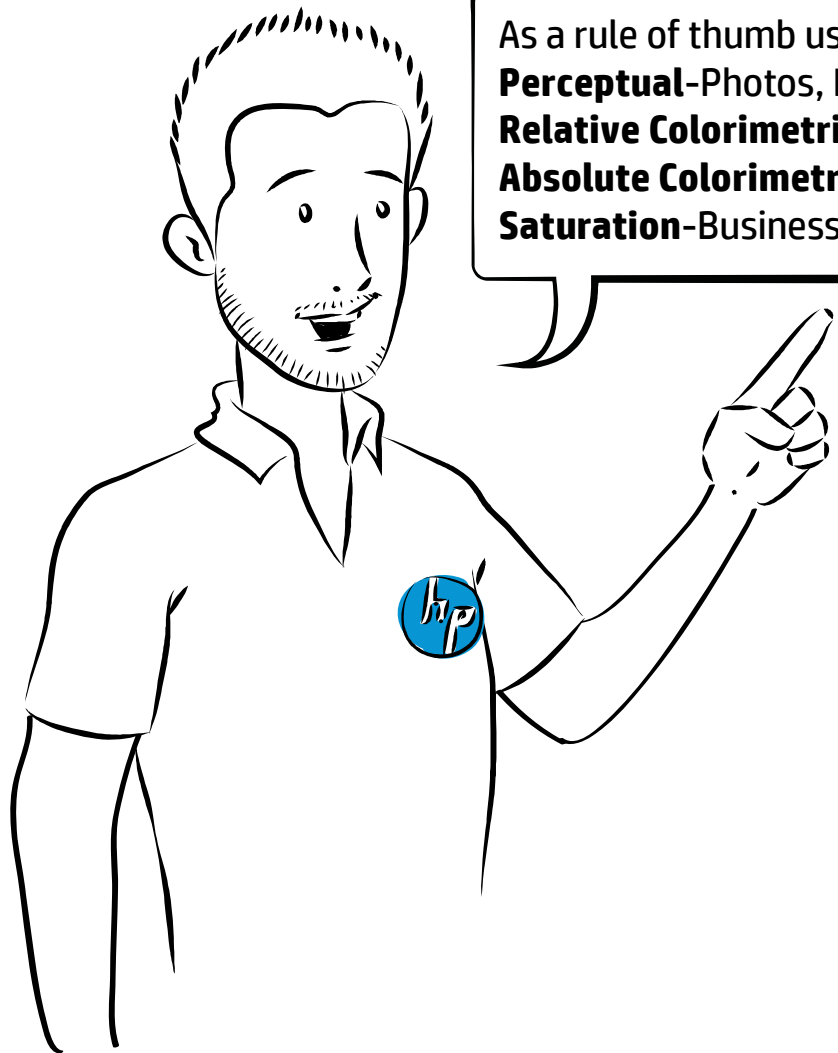


Even easier!
In the same screen you send
to print, you also choose
“Printer Manages Colors”.



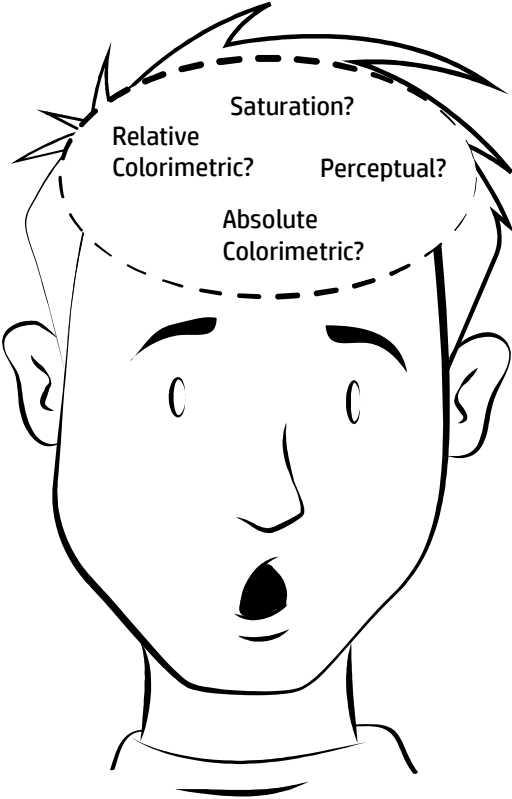
I also print from Photoshop!

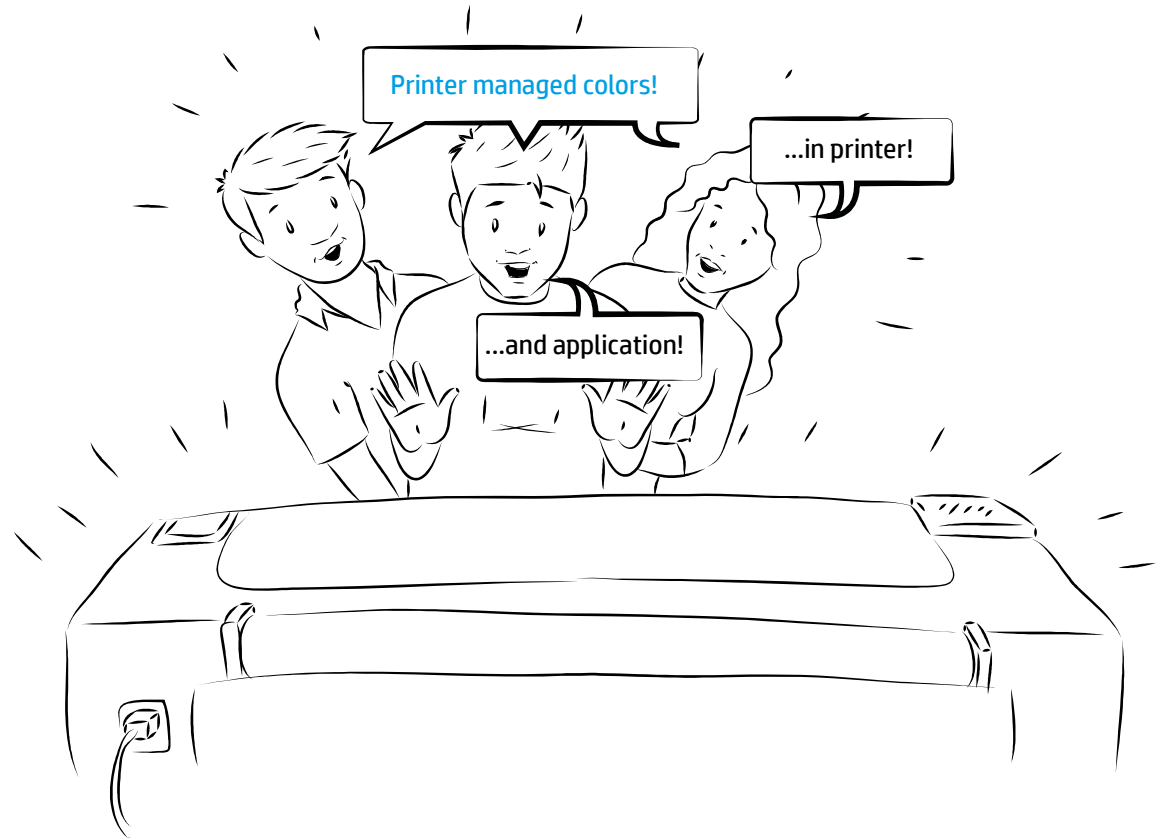
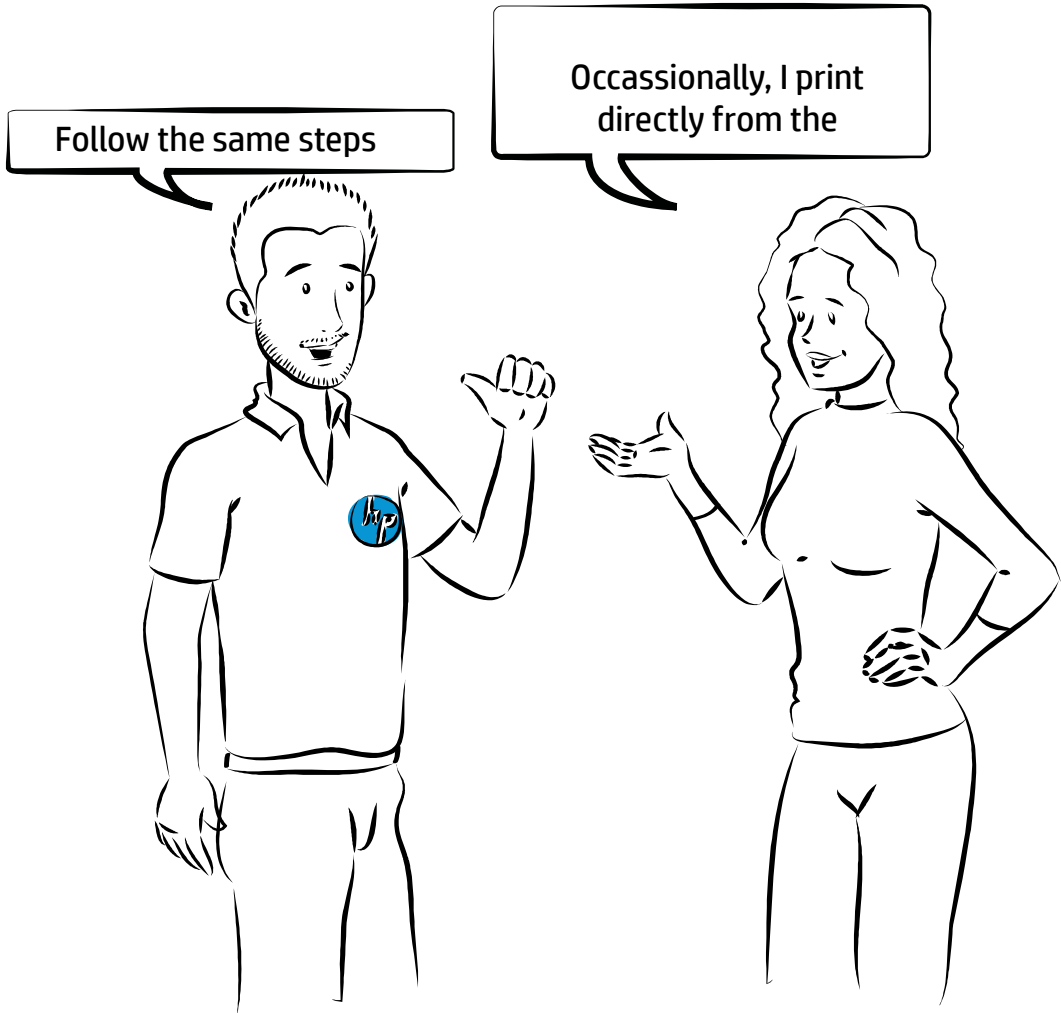




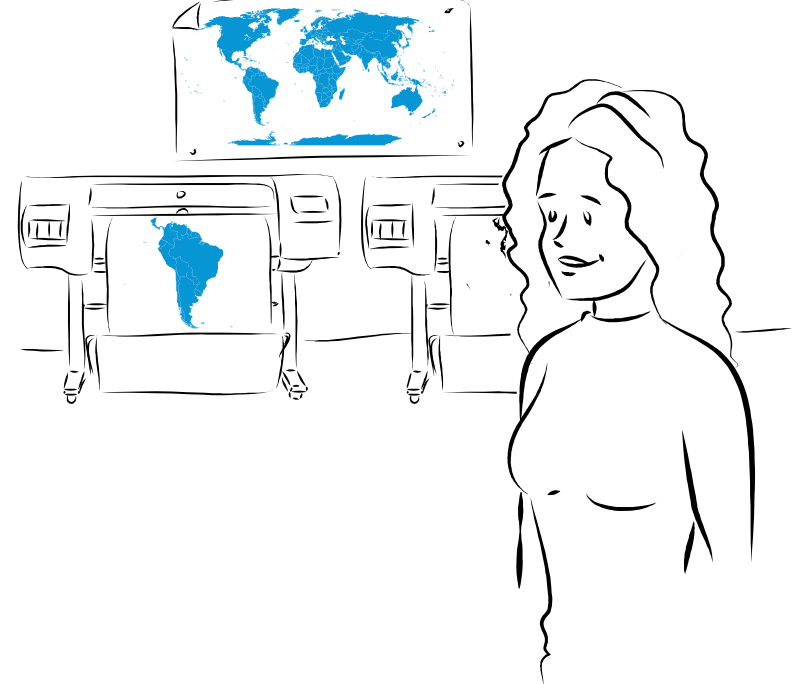
As a rule of thumb use:
Perceptual-Photos, Images
Relative Colorimetric-Line art, Logo graph
Absolute Colorimetric-Simulate paper
Saturation-Business graphics like charts

I don't have a clear idea in what to choose as rendering intent in Photoshop





Now I finally get the right colors with the tips that Andy from HP has given us!







keep reinventing