COLOR CONNECTION

The Newsletter for Xerox Network Printer Users

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Color forecast: cloudy Silger, scattered Shimma, and 4 blue hues

It's no coincidence that…

- Women at your office are suddenly sporting red purses

- Avocado green—ubiquitous in the late 1960s/early 1970s—came back in the 1990s, but it was disguised under the new monikers "Loden" and "Sage"

- McDonald's' Golden Arches are the same shade of yellow in Paris as they are in Poughkeepsie

- Fashion designers, interior decorators and car manufacturers are on the Frond green and Cinder Blue wavelength at the same time

Color seems like an intangible, subjective thing to many people. But to manufacturers, merchandisers and designers, color can make or break you. Billions of dollars ride on color decisions. Makers of clothing, cars, appliances and house paint need assurance that their bottom line won't plummet because of a neon pink mistake. So do you if color plays a role in your company's products or communications.

Enter world-renown color specialists, including paint-chip and color-swatch authority Pantone, the Color Association of the United States (CAUS), and the 1,700-member, not-for-profit association the Color Marketing Group. To organizations like these, color is both scientific and emotional. It's responsible for predicting—and swaying—consumer behavior. So how do they make systematic decisions about something so frequently changing? How do they bring structure to nebulous gray areas?

Color is not so black and white.

More goes into predicting color trends than watching which way the wind blows. It's less hocus-pocus and more global focus. Color experts from multiple industries meet each year to weigh factors such as the economy, political climate and social trends. They also assess how well past color predictions have caught on, or sold.

Sometimes it's tough to decipher whether last year's popular color followed consumer opinion or dictated it. Chicken-or-egg aside, what matters most is consensus. Color arbiters must pick a hue and stick with it … at least for a year or a season.

When experts in disciplines ranging from Kleenex boxes to soccer shoes convene, they have few things in common besides color and consumers. When they all coordinate and standardize on basic color platforms, it greases the wheels for global sales. It ensures pigment producers crank out more Currant then Lemon, and textile plants

(continued inside)

How Does All Of This Affect Your Business?

It's as simple as the colors you choose for sales sheets, signage, annual reports, business cards or a new logo. To ensure potential customers embrace your color scheme rather than recoil from it, consult these color resources before commissioning a new business identity or product colors:

- Color Association of the United States (CAUS), www.colorassociation.com

- Colorgenics, www.colorgenics.com

- Color Marketing Group, www.colormarketing.org

- Pantone, www.pantone.com

- *Pantone Guide to Communicating with Color,* by Leatrice Eiseman

- *Color Forecasting: A Survey of International Color Marketing,* by Harold Linton

- *The Art of Color: The Subjective Experience and Objective Rationale of Color*, by Johannes Itten

- *The Designer's Guide to Global Color Combinations: 750 Color Formulas in CMYK and RGB from Around the World*, by Leslie Cabarga

"Dear Dr. Color..."

I just upgraded my Mac to OS X version 10.2.4 from OS 9.2 and have noticed several major differences with my Phaser® 7700 printer.

I can no longer select a password/name for the Secure/Saved print features. I also do not see a change when I apply TekColor™ corrections. How can I resolve this?

–new OS X user

Dear new OS X user,

OS X offers many new features including an entirely new printing interface. Because of this, new PPDs are required in order to get some of the same functionality that OS 9 delivered. Our latest round of PPDs, downloadable from the Xerox website www.xerox.com/officeprinting/drivers, will allow you to select the password and job name in the print dialogue box of OS X.

The TekColor issue is another story. Currently, all versions of OS X remove the ability to drive color output from the printer driver. You can select the TekColor corrections but they all will behave the same on output as OS X essentially overrides what they are trying to do. It does this by sending all the color data to the printer's internal color rendering dictionary, bypassing any driver color settings.

The only way around this is to print from an application capable of overriding OS X. Adobe® Photoshop® 7, Adobe® Illustrator® 10, and Adobe® InDesign® 2.0 are the only known applications capable of this right now. All other applications are subject to how OS X sends color. (If you have a document from an application other than those listed here and still want to drive TekColor on it, convert it to a PDF document and open the PDF in Photoshop 7 or Illustrator 10.)

Xerox hopes that Apple will resolve this behavior in a future release of OS X. Until then, users wanting to drive their own color output should either print from one of the above applications or print from OS 9.

The Xerox online knowledgebase details the latest information Xerox has on any and all issues our customers encounter. To stay current on this issue and to see our latest solutions, please visit:

www.officeprinting.xerox.com/infoSMART/

Thanks!

-Dr. C

Editor's note: These tips apply to all Xerox Phaser color printer models, not just the Phaser 7700.

Sharp realtor prints sharp flyer, sells

Jim and Samira Cook are a husband-and-wife realtor team who pride themselves on using technology to give home sellers and buyers an extra edge. A cornerstone of their technological stable is the Xerox Phaser® 6200 color laser printer.

"The brochures and flyers I print on the Phaser 6200 are so different from anyone else's around," says Jim Cook, sales associate for Ridgewood, N.J.-based Burgdorff ERA Realtors. "I use this as a selling point to differentiate myself from competitors." Jim says his competitors usually make black and white printouts, or run off color copies on an ink jet printer.

Aside from full-color flyers, 8-page brochures and statement-sized postcards, the Cooks use the Phaser 6200 printer to produce sales and marketing materials for their real estate business, and to proof newspaper ads.

"The printer is fast enough to print everything in color," Jim says. "I use it every day."

Prior to purchasing the Phaser 6200 in August 2002, the Cooks outsourced documents such as color flyers. However, at $.78 per piece and a 100-piece minimum, outsourcing was impractical and wasteful —especially when the Cooks threw away flyers that quickly became outdated. Now, with the Phaser 6200, the Cooks can update materials easily and print only enough for immediate needs.

Jim is a former employee of Eastman Kodak, so he claims he's "fussy" when it comes to color. He wanted a printer with color accuracy, speed, and the ability to handle heavyweight and custom-sized paper.

Burgdorff ERA husband-and-wife realtor team Jim and Samira Cook

"I'm taking pictures of houses and I want them to look as natural as possible," Jim says.

Jim contacted an online printer vendor who recommended the Xerox Phaser 6200. Jim requested print samples and was impressed with the color quality. A local reseller, Keyboard Consultants, followed up with Jim and made the sale.

"I was very happy with the local dealer attention," Jim says. "During installation, he called Xerox Support to quickly resolve issues. I wouldn't have had these kinds of connections without your local dealer organization. I will continue to buy my stuff through them."

Overall, Jim says reactions to his flyers and brochures have been positive. "It's fun watching the faces of other realtors when they see my materials," Jim says. "They're amazed by the quality."

When Jim puts his flyers in the "Take One" box outside a property, "They go fast and I get lots of calls," he says.

In the real estate business, an agent who lists a property gets 25% of the commission and an agent who brings a buyer gets 25% of the commission. If an agent is lucky enough to do both and get 50% of the commission, it's called a "hogger" in industry lingo.

"We tracked one of these hoggers back to our flyers, and realized the extra commission paid for the printer," Jim says.

Jim has even brought the printer into his love life. He bumped into his wife Samira at a card shop the day before Valentine's Day. The couple made a pact to put their cards back and not buy each other any. Later that night Jim visited the Greeting Cards section of **www.colorconnection.xerox.com**. He was so smitten with the Valentine's Day card templates, he printed not one, but three cards for his wife on the Phaser 6200 color printer.

Jim earned points with the Phaser 6200 printer on Valentine's Day…and every day.

The Cooks use their Xerox Phaser® 6200 color printer to produce real estate flyers, brochures... even Valentine cards.

Overview

Adobe Acrobat Reader is the free, downloadable software that lets users view and print Adobe® Portable Document Format (PDF) files on all major computer platforms. It's intended to allow anyone to display and print PDF files, making document distribution easy and user-friendly. The idea behind Acrobat Reader is that documents maintain their integrity and quality throughout creation, sharing, viewing and printing. Yet sometimes this is not the case.

Incorrect color, poor image quality and misplaced pages are often blamed on the printer. However, many of these problems result from the options selected (inadvertently or otherwise) by the PDF's author.

Adobe® Acrobat® is the full software package that allows document authors to create, share and print PDF files. PDF viewers and Acrobat Reader users who don't have the full Acrobat software package are limited to using the settings and options embedded in the PDF file.

Color Forecast (continued from page 1)

stock up on enough Currant to clothe and furnish a small country. When all of these industries launch production and marketing efforts simultaneously, consumers are enveloped in sportswear, wallpaper, and lipstick choices from the same palette. Suddenly the world demands Currant with Lemon accents.

For names and descriptions of the Color Marketing Group's 21 forecasted colors for 2003—including the aforementioned Silger, Shimma, Frond, Cinder Blue and Currant—go to **www.colormarketing.org/media/news/med_2003_consumer_col_dir.htm**. Also, Color Connection posts each year's CAUS Color Forecast in the Techniques section of **www.colorconnection.xerox.com**. Download and print the CAUS palette for 2003 today to ensure a color-safe spring. The palettes are broken out by Phaser® printer type to ensure accurate color matching regardless of what printer you use.
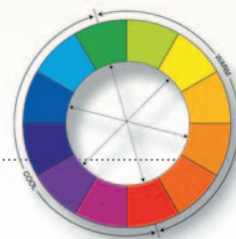
PDFs from Adobe® Acrobat® Reader®

Troubleshooting PDF printing problems from Adobe Acrobat Reader:

If you have problems printing a PDF file from Adobe Acrobat Reader, perform the following troubleshooting steps to identify or resolve the issue.

1. Verify that this isn't the only PDF having problems.

2. Verify you have the latest driver installed for your printer. The latest Xerox drivers can be found at: **www.xerox.com/officeprinting/drivers**

3. Verify that you have the latest version of Adobe Acrobat Reader. This is a free download from Adobe's website at: **www.adobe.com**

4. Select Print as Image when printing.

Please note: Printing as an Image is much slower than printing without this option on. It's not a solution, but rather something to try in a pinch to print a troublesome PDF file or to help identify where a problem lies.

Printing as an Image can help troubleshoot:

Incorrect formatting
Incorrect color output and/or making adjustments to TekColor corrections does not change the output

Inability to collate or duplex
If selecting this option allows the PDF file to print correctly in terms of the above list, then you will need to engage the author of the PDF to recreate the file. Explain to them the problems you are having with their PDF file so that they can understand what options to select/deselect when creating the PDF. Also verify that they are using the latest version of Acrobat when creating their PDF files.

Please stay tuned for a future Best Printing Practices article on how to create PDF files optimized for printing on your Xerox® printer.

For more detailed instructions, visit **www.colorconnection.xerox.com** and view the full Printing PDFs from Adobe Acrobat Reader Best Practices article, located in the Hints & Tips section. You can also view other best practices articles here.

If you're not already a member of the online Color Connection user community, sign up now! It only takes a few seconds, and you'll be rewarded with 24-7 access to templates, tips, news, offers and more.

Accolades

Phaser 7300DN Color Printer
PC Magazine Editor's Choice Award, 5 out of 5 rating.
—*PC Magazine,* March 25, 2003

Phaser 8200DP Solid Ink Color Printer
Best Desktop Color Printer of 2002
—*GrafixWorld,* January 15, 2002

Phaser 7700DN Color Laser Printer
Best High-End Color Printer, MacDesign 2002 Editor's Choice
—*MacDesign,* Jan/Feb 2003

From the moment you open the box, you've got our Support

Take advantage of Xerox Support—our features benefit you as soon as you open your printer box. Need help with setup and networking? It's all online in our free self-service troubleshooting knowledge base and extensive printer manual and documentation selection. Want an automated diagnostic tool? We have PhaserSMART™. With a PhaserSMART-enabled printer, you can automate troubleshooting with precise solutions that get you back up and running again. Need drivers or printer utilities? Our driver download area makes it easy with up-to-date drivers that keep your printer operating at its peak.

We invite you to view all of our online Support offerings at:

www.xerox.com/officeprinting/support

Just select your printer and you're ready to go. Welcome to Xerox Support.

CONTACT US

We're here to help you with technical support, product information and locating a reseller near you.

World Wide Web
www.xerox.com/office

Customer Support Center
1-800-835-6100 (option 1)
5 AM – 5 PM (PST)

Service Agreements
1.800.835.6100 (option 3, then option 2)
7 AM – 5 PM (PST)

Newsletter Editor
Karla Munz Pollich:
karla.pollich@office.xerox.com

ATTRACTIVE

Beautiful prints are your reward with Phaser® media

No matter what size your business, vibrant, professional-looking communications and presentations make *you* look more professional.

Put your best foot forward with Phaser color printing media—it's specially formulated and rigorously tested to work in concert with Xerox Phaser color printers. Phaser printers' internal color settings and fuser temperatures are optimized for Phaser color printing media, ensuring the best print quality and most reliable performance every time.

Now purchasing Phaser media is more attractive than ever.

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Phaser Glossy Coated Paper (Laser) How do you turn a good-looking color print into a great-looking one? Try our Phaser glossy coated paper —it's perfect for presentation-quality prints and marketing materials.	016-1704-00	$90.99	$22.99
Phaser Glossy Coated Paper (Solid Ink) Experience the perfect printing solution for professional proofs, marketing collateral, newsletters and more. For those who insist on the very best, this paper delivers.	016-1936-00	$68.99	$22.99
Phaser High-Resolution Photo Paper Try our Phaser high-resolution photo paper to give your printed images new life. Phaser high-resolution photo paper is the perfect complement for printing photography, display artwork and graphics and more.	016-1808-00	$29.99	$23.99
Phaser Digital Photo Paper (for the Phaser 6200) Optimized specifically for the Phaser 6200 color laser printer's 1200 x 1200 dpi photo print mode, our digital photo paper is carefully coated with a high-gloss finish for incredibly vivid color and maximum detail.	016-2009-00	$24.99	$23.99
Phaser Premium Business Cards Printing your own professional business cards is easy with this convenient printing solution designed specifically for your Phaser color printer.	016-1898-00	$25.99	$21.99

Be sure to download and print our Phaser Media Compatibility Guide, located at **www.officeprinting.xerox.com/latest/SUPRG-01.PDF**, to see the full line of Phaser media available to you.

Contact your Xerox reseller or visit **www.xerox.com/office** today to find a local reseller or place your order.

Visit **www.colorconnection.xerox.com** to download templates for a variety of Phaser media, including customizable business cards, letterhead, greeting cards and more.

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paper, glossy coated paper, photo paper and business cards. Also, visit
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COLOR CONNECTION

Enter the 6th Annual Macworld Expo Digital Art Contest

Calling all digital art professionals, hobbyists and students worldwide. Enter the
6th Annual Macworld Conference and Expo Digital Art Competition and
you could win prizes and a complimentary print of your winning artwork.
Winning images will premiere at the Macworld Conference and Expo
in New York July 16-18, 2003, and the Digital Art Gallery will
then travel across North America to galleries, universities and
the Macworld Expo in San Francisco in 2004. Find entry
forms, contest rules and submission format requirements online at
www.macworldexpo.com/gallery. All entries must be received May 16, 2003.
Xerox is proud to be a sponsor of the Macworld Conference and Expo Digital Art Competition.

**Ileana Frómeta Grillo's winning artwork
"La Paz" was featured in the 5th Annual
Macworld Conference and Expo Digital
Art Gallery. To view more of her work,
visit www.ileanaspage.com**