

Press Release



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For Immediate Release

MetalFX[®] Introduces myColorViz creative at drupa

Leeds, West Yorkshire, United Kingdom; *May 2008*— MetalFX Technology—a Ciba subsidiary—is introducing myColorViz creative at drupa 2008 in Hall 15, Stand D17. The new plug-in for Adobe PhotoShop shows printed surfaces in three dimensions and under true lighting conditions, enabling brand managers, graphic designers, and prepress operators to visualize how their files will look when printed.

Discussing the introduction of myColorViz creative for MetalFX, MetalFX Managing Director Andrew Ainge observed: “With myColorViz creative for MetalFX, designers and brand managers can predict how metallic designs will appear when printed with MetalFX. Using this exciting new tool with MetalFX, metallic effects can be based on actual print process parameters. Available as a standalone product or as part of the MetalFX Design Kit, which includes swatch books, myColorViz creative is available for use with the lithographic version of MetalFX.

MetalFX, a recent Ciba acquisition, is a universal process and spot metallic color system that allows millions of metallic colors to be printed, all by adding only the one base silver ink to the usual CMYK mix. Ciba brings more than 40 years of experience in color matching to the worldwide graphic arts, paints, plastics, fibers and ceramic industries.

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