

Mid-South Color Labs, Inc.

496 Emmett Street

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Color Management

Calibrating Your Monitor

One of the most important things you can do to achieve high quality images from our output device is to calibrate your monitor. We have taken an important step beyond most labs and have installed a comprehensive color management system. The Kodak ColorFlow system gives us the ability to profile scanners, monitors and output devices (Chromira) so that we are able to see the fullest range of color possible for specific devices and then output exactly what we see on our monitors. If you intend to retouch / enhance some or all of your files, we strongly recommend that you invest in a monitor profile builder to properly profile your monitor. Such programs remove most of the subjectivity in monitor calibration.

Several monitor-profiling programs are available. We are using Kodak ColorFlow ICC Monitor Profile Builder and are very pleased with the results. The program consists of software and an X-Rite DTP 92 colorimeter and sells for approximately \$700. Please let us know if you would like to buy this program through us. (If you have a G3 or G4, you will also need the proper Keyspan adapter to connect your computer, via USB port, with the serial connection of the colorimeter. This adapter cost approximately \$80 plus shipping.)

If you choose not to purchase a monitor profile builder at the present time, then follow the procedure below.

Requirements for Calibration

You need the Mid-South Color Labs Calibration Image, which is supplied on disc (and on our website) and a print of the same image on Kodak Digital Photographic paper printed on our Digital Printer.

Procedure for Calibration

(For Photoshop 5.0.2 or later)

Set the white point at 5000 degrees Kelvin. This will enable you to use the same White Point standard as Mid-South – and the same standard as the entire Graphics industry and have enough brightness and contrast to our match our Calibration Print.

To start the calibration process, refer to the proper section in the Photoshop User's Guide. A PDF document is also available on our website for referral.

1. Go to Photoshop's File menu and select "Color Settings". Choose "RGB Setup", then choose "Adobe RGB (1998)" as your Working Color Space. If you are using a pre-

Photoshop 5.0 version, then use *SMPTE-240M*. Make sure that “Display Using Monitor Compensation” and “Preview” are checked.

2. Next, while in Photoshop’s File menu choose “Color Settings”, then “Profile Set-up”. Check Embed Profiles for RGB, CMYK, Grayscale and LAB. Change all “Assumed Profiles” to “None”. Change all “Profile Mismatch Handling” to “Ask When Opening”. Make sure your monitor control panel is set to view “Millions” of colors.
3. Start Photoshop and open the Mid-South Calibration file. The calibration print must be viewed under 5000 degrees Kelvin. It is imperative that you shield your monitor with a hood (black Gatorfoam or cardstock works fine) to avoid washing the screen.
4. Manually set the contrast and brightness on your monitor to best match the Mid-South Calibration print.
5. Open the “Adobe Gamma” control panel with “View Single Gamma” checked. Change the Red, Green and Blue gamma all together to get a close overall match to the calibration print.
6. Deselect the “View Single Gamma Only” check box. You will now see RGB boxes with slider bars, which allow you to change the color of your display to match the Mid-South Calibration Print. Adjust each color until you get the closest match possible.
7. Exit the Adobe Gamma Control Panel and save settings with a name of your choice. Choose a name such as “MSCLSetup”. Make sure that you select this monitor profile every time you view images for output at Mid-South. We suggest that make this your default monitor profile.
8. Check your calibration weekly or more often if prints are not matching your monitor.