



Rochester Institute of Technology
School of Media Sciences

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School of Media Sciences (SMS) Research Addresses Key Graphic Arts Problems

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At the School of Media Sciences (SMS), research is addressing several of the most pressing problems facing the Graphic Arts Industry. Two recently developed products demonstrate how SMS research is being transformed into tangible solutions for the industry.

The first project addresses the problems associated with the nearly universal the use of optically brightened papers. Today, these papers have compromised proof to print match and rendered traditional press aims invalid. SMS led the development of Substrate Corrected Colorimetric Aims (SCCA technology) to resolve these problems. Hung Hing Printing Group, one of the largest printers in Asia, had this to say after adopting SCCA technology, “We recently did a ... test printing for a key customer with the [SCCA] process applied and the result was swift and positive.”

The first graphic arts standard embodying SCCA technology, CGATS 21, was recently adopted by the American National Standards Institute (ANSI). The international counterpart to this standard, ISO 15339, is currently in the late stages of development. Now, the School of Media Sciences and RIT’s Printing Applications Laboratory (PAL) have joined forces to offer Printing Standards Audit (PSA) Certification. PSA Certification is a rigorous, objective process for assessing a printer’s ability to operate in compliance with these new standards. As RIT Professor Robert Chung, a prominent member of the international standards community and leader of the PSA development effort, observes, “SCCA technology is rapidly gaining acceptance by leaders in the Graphics Arts industry. Many of these leaders have expressed interest in PSA Certification, and three technically advanced printers are already PSA certified.” For more details about PSA, visit <http://printlab.rit.edu/services/psa>.

On a second front, web inkjet presses have taken the capabilities of digital printing to a new level. SMS developed a Digital Production Ink Jet Test Suite for print buyers and print service providers to assess the capability of this emerging technology. This test suite will be announced at Print ’13. SMS is currently validating its technology at a number of beta sites and welcomes additional printers who would be interested in testing this new technology.

The **PrintInTheMix.com** website has been integrated into the SMS Cross-Media Innovation Center industry portal to provide ease in accessing relevant, print-related efficacy data. Visit this site at <http://printinthemix.com/CMIC>.

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About The School of Media Sciences:

RIT’s School of Media Sciences (SMS) offers a one-of-a-kind opportunity to learn about the integration of print and new media, as it is reflected within our fast-paced and everchanging digital world. Cutting-edge technologies have transformed the industry—it’s leadership and management require an understanding of the market, it’s technologies, and the content produced. Graduates of SMS leave with an innovative, integrated skill set, a solid technical background of digital workflow processes, and a keen understanding of industry issues and trends. SMS is leveraging a 75 year history of academic excellence to create the next generation of industry leaders.

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