

True Internet Color™ by Colorific®

An explosion of development surrounding the Internet has heightened interest in on-screen color. *Colorific's* application to the Net, *True Internet Color* is the leading method used by Web designers to calibrate their computers for color-accurate Web authoring. And it's the only method enabling Web surfers to accurately view color-corrected Web pages without costly and cumbersome hardware-based calibration devices. Every internet color management method now implemented or under development *automatically* works with *Colorific* to provide you with yet another benefit: *True Internet Color* _

One problem with computers is that the colors you see on your monitor are often not true-to-life; and even when they are, the colors reproduced on one monitor rarely look like those seen on another. This is due to differences in each user's video card, operating system, monitor settings, monitor brands, and unit-to-unit variations. *Colorific* solves these problems by enhancing Windows and the Macintosh OS with improved information about the specific color biases inherent in your individual computer system. *Colorific's* information is used by applications, browsers, and your OS to provide you with *True Internet Color* — *accurate color over the Internet*.

A New Net Standard under development by all Major Vendors

True Internet Color is similar to other Web "plug-in" or component technologies. As such, there are two parts: the first is a Web tools component used to author pages capable of displaying in *True Internet Color* . The second is a client-side component that permits viewing of *True Internet Color* documents on the client PC.

But *True Internet Color* differs from other Internet/intranet standards because it works within the universally accepted International Color Consortium (ICC) standard defined by Microsoft, Apple, Kodak, Adobe, Pantone, AGFA, Sun, Silicon Graphics, and others. The ICC data format for color correction is already used by every major computer company for screen-to-printer color matching. It has now been adopted for screen-to-screen color matching over the Net. (For more information, see the ICC web page at: **www.color.org**).

So, unlike the proprietary *ShockWave* streaming video data format; the proprietary *Real Audio* data format, and other proprietary formats implemented for the Web; *Colorific's True Internet Color* feature makes your monitor and system compatible with all future technologies now under development for providing color-accurate internet display.

True Internet Color is currently at the same stage of development as *Real Audio* and *ShockWave* were in 1995—with one major difference. All vendors agree on the data format they will use to communicate color. So *Colorific* is sure to provide you with added value over time as every Web authoring application, and every client viewing application and browser, gets enhanced to offer *True Internet Color* features.

It's all in the Tags

First, *Colorific* creates a profile of your own monitor, and stores that custom data in an ICC file. This is the same profile that *Colorific* uses to ensure you that your color printer matches the colors you see on-screen.

This data file contains tags for Web designers to embed in TIFF, GIF, JPEG, Flashpix or PDF graphics that

capture the unique color characteristics of their own monitor. So they capture the *look* of their images in their Web designs, not just the literal content.

Once a Web site has been tagged with *Colorific* (i.e., ICC data format) color tags, either the server or your browser reads the tags and color-adjust images for your unique, and different monitor.

With the Internet, a monitor is the output device for World Wide Web graphics. The web server is the color source for those graphics. *True Internet Color* forces your monitor (actually, your browser's window) to simulate the color characteristics of the original monitor used for authoring the page.

***True Internet Color*[™] Architecture**



Figure 1

So as a Net surfer, What You See Is What They Saw when the site was designed. Color and contrast are preserved, fine shading and detail in highlights and shadows are preserved.

Experience True Internet Color

Silicon Graphics incorporates *Colorific* in its Cosmo_ Color web authoring technology allowing the SGI web server to customize the server's data stream for accurate color viewing on each client's unique display. Visit the Silicon Graphics Cosmo Color Web site at: **www.sgi.com/Products/cosmo/color**. Upload your *Colorific* profile data, or use your *Colorific* Color Reference Card to re-run *Colorific* on the Web.

Colorific enhances Acrobat 3.0 from Adobe Systems by enabling it to provide a color-corrected display of portable document format (PDF) files containing color images and art. For a demo, see: **www.adobe.com/acrobat/plugins.html**.

Colorific also works hand-in-hand with Pantone's ColorDrive_ and ColorWeb_ technologies to provide *True Internet Color* for those authoring and viewing web pages with Pantone technology. No demo up on the Web yet, but watch: **www.pantone.com** for details.

What applications benefit from True Internet Color?

Colorific® *True Internet Color* enables users to accurately view color-sensitive material on their monitors. Most Web pages display color graphics, so *True Internet Color* benefits every Web user. Photos, art, and other color images have posed a serious problem for many sites attempting to sell retail goods and services over the Web. In these and other applications, accurate color is integral to the message being communicated to the consumer. To overcome this obstacle, pioneer on-line magazines, stock photography services, catalog merchants and others trying to sell products and services online have been forced to issue disclaimers that merchandise colors are not faithfully displayed (see: **www.llbean.com/products/info/color.html**). *True Internet Color* solves these problems.

A variety of applications demand *True Internet Color* to support online selling and marketing activities, including catalog sales, apparel, cosmetics, advertising, on-line publications, stock photography, clip art, and scientific research.

Contact information:

To learn more about *True Internet Color by Colorific*, call Sonnetech at 415-957-9941, e-mail to **Colorific@aol.com** or visit the *Colorific* web site at: **www.Colorific.com**.