



Professional Color Matching from the color leader

WHAT IS XEROX PHASERMATCH® 4.0?

Xerox PhaserMatch 4.0 is the latest printer color management and calibration application for the Xerox Phaser® 7760 color printer. PhaserMatch 4.0 software edits, creates, and manages the TekColor Corrections that are used to modify the color output of the Phaser 7760 color printer to more closely match another output device – such as a printing press, production printer, or monitor – or simulate media type.

PhaserMatch 4.0 software delivers key capabilities that help customers achieve the color they expect from their Phaser 7760 color printer:

- **Edit existing TekColor Corrections –** Customers can edit existing TekColor Corrections and fine-tune the color output and color matching capabilities of their Phaser 7760 color printer.
- **Create new TekColor Corrections –** Starting with the ICC Device Profiles of the Phaser 7760 color printer and the intended target output device, PhaserMatch 4.0 can create a new TekColor Correction for your Phaser 7760.
- **Advanced editing features –** A range of advanced features are also available to perfect the color output of the Phaser 7760.

PhaserCal software is the color calibration application within PhaserMatch 4.0. PhaserCal software provides a simple, easy-to-use front panel calibration option, plus highly accurate calibration through the use of a spectrophotometer or data file with measurement information. Both methods of calibration are standard functionality on every Phaser 7760 color printer.

WHO NEEDS PHASERMATCH 4.0?

PhaserMatch 4.0 software is designed for the most demanding users – graphics professionals for whom color matching and control are critical. With PhaserMatch 4.0, these users are given the tools to take their color output to the next level in terms of accuracy and repeatability. Target customers include creative and design companies and pre-press and printing environments as well as users who want their output to match a particular CMYK or RGB output device.

BENEFIT TO RESELLERS/ CHANNEL PARTNERS

- Ability to propose and deliver a more accurate, high image quality printer to customers
- Ability to offer ease-of-use as well as a comprehensive, professional solution
- Ability to provide a range of services to your customers – installation, color management training, profiling services, regular monthly calibrations, and ongoing maintenance

KEY DIFFERENTIATORS

- PhaserMatch 4.0 is standard on the Phaser 7760GX and DX configurations, and is optional for the Phaser 7760DN
- PhaserCal calibration is standard on all configurations
- Wide range of pre-loaded TekColor Corrections are all editable within the application
- Unlimited number of custom TekColor Corrections can be made to target any number of devices

PhaserMatch® 4.0 Color Management and Calibration Software

PhaserMatch 4.0 Software at a Glance

- Color calibration for accurate, consistent results
- Gain control over repeatable color – saving time and money
- Achieve greater color accuracy for design visuals and prepress proofs
- Reduce iterations and ensure digital proofs meet press color expectations

PhaserCal Software at a Glance

Two color calibration methods ensure customers will get the color output they need from their Phaser 7760.

- Highly accurate calibration using a spectrophotometer or a data file with measurement information
- Easy, visual calibration available via front panel for quick, convenient checks

