

CCC - Viewing Booth



CCC... Consistent Viewing for Pre-press and Press

On many occasions people have told us that most of the complaints and problems in the printing industry can be traced back to the use of either non-standard lighting or inconsistent viewing conditions.

At VeriVide we totally understand these comments as, since 1964, we have been helping companies around the globe make the correct choice of lighting solution for their own specific colour assessment needs.

VeriVide Light Cabinets are used for colour assessment in a wide array of industries by major organisations such as UK retailer M&S, global sportswear companies, NIKE & Adidas and global brands Unilever & Procter & Gamble.

Our Light Cabinets are used extensively within the Graphic Arts and Printing industry, at companies where accurate colour is critical, such as Taylor Bloxham, one of the largest independent lithographic printers in the UK.

Our experience and expertise in assessment lighting is available to you. We can offer guidance on your own colour assessment lighting needs or give reliable advice on the compatibility of your total viewing environment with ISO3664:2009.

If the clarity, subtlety and depth of your printed work is compromised by non-standard lighting or inconsistent viewing conditions, please contact us. We are confident, by working together with you, we can take away that particular headache.

BE IN CONTROL OF YOUR COLOUR

VeriVide's Colour Control Cabinet (CCC) is the result of extensive consultations with Print Industry experts.

It offers viewing conditions to ISO 3664 standard for the assessment of colours, ink weight, register, dot gain and provides an ideal environment for presentations to your customers.

WHY YOU NEED CONTROLLED LIGHTING FOR VISUAL ASSESSMENT

The ISO 3664:2009 document states that differences in illumination and viewing conditions can cause corresponding differences in the colour of the substrates, reproductions or artwork and it warns that these differences are likely to cause misunderstandings about colour reproduction and processing.

This makes plain the need for colour control throughout your process to avoid the colour problems which can cost you time, money and also customers.

If accurate colour is important to you and your clients, you cannot view your printed work in anything other than controlled and consistent lighting.

CCC VIEWING BOOTH - CONTROLLED & CONSISTENT LIGHTING

VeriVide's Colour Control Cabinet (CCC), which was created after extensive consultations with printing industry experts, offers viewing conditions to ISO 3664 standard for the assessment of colours, ink weight, register and dot gain. It provides an ideal environment for presentations to your customers for assessing the accuracy of your colour representation - your vibrant colours, the subtlety of tone and detail within the shadow areas.

The CCC is available in three sizes, with viewing decks of either 1500 mm, 1200 mm, or 600mm to accommodate a variety of large printed sheets.

ILLUMINATION

The CCC can be fitted with two levels of illumination, in compliance with ISO3664:2009. If that is your need, please order the dimmable version of this unit.

- **HIGH LEVEL** - A high level of illumination will enhance the visibility of any colour differences in your printed work, those small colour differences between your proof and press sheet which are essential to control your printing operation.

A high level of illumination is also necessary for graphic technology to allow reliable comparison between the original artwork and your printed proof.

- **LOW LEVEL** - A lower level of illumination is used to appraise the tone scale of your printed output as this is considered to be an illumination level more in line with the ambient lighting conditions which the printed work will be finally be viewed.

Unless ordered otherwise, the CCC unit is fitted, as standard, with the high level of illumination.

LIGHT SOURCE OPTIONS

The CCC is fitted, as standard, with a single light source, the daylight illuminant - D50 (5000K), a requirement of ISO 3664:2009. Some viewing applications may require additional light sources which can be fitted in various combinations to meet your specific requirements; Daylight - D65 (6500K), TL84, which is a Point of Sale Illuminant and also Ultraviolet.

Ultraviolet illuminant is important to control the colour of paper and other substrates, enabling detection of fluorescent levels.

CONTROL

To optimise consistency of viewing conditions the CCC unit is fitted with an extensive control panel which includes a Time-Metering Device to measure and record the number of times each lamp is switched on and the hours of usage for each lamp. This is a requirement of ISO 3664:2009.

An additional feature is the recording of the number of days until the next service interval which triggers a 'Service Due Soon' message 30 days before the service interval and a 'Service Due' message when the time has elapsed.

VIEWING CONDITIONS

A unique feature is the neutral grey concave viewing deck that eliminates specular reflection, allowing accurate quality control of colour. Proof sheets can be held in place on the curved metal deck using magnets provided.

The CCC can have a diffuser fitted to reduce specular reflection and a backlight display which makes the cabinet ideal for use in darkened room for your presentations to your customers. It also helps to minimise visual distraction as you are looking at the effect of the lamps without the distraction of looking directly at the lamps themselves.

To ensure you assess your prints at the optimum height and viewing angle we offer a range of Benches and Plan Chests designed specifically for our CCC range of cabinets.



PLAN CHEST



BENCH

VeriVide
See in Truth

DIMENSIONS (mm)

		Width	Height	Depth
CCC150	Overall:	1560	1085	620
	Usable Deck	1530	985	
CCC120	Overall:	1290	1085	620
	Usable Deck	1260	985	
CCC60	Overall:	710	1085	620
	Usable Deck	680	985	

CONTACT DETAILS

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