

# ATS Auto-Tracking Spectrophotometer



### **Control Special Colors With Ease**

The Auto-Tracking Spectrophotometer (ATS) measures and analyzes spectral data, the most complete and accurate description of color. This means ATS is the ideal control system for both process and special color print jobs, including PANTONE®, Hexachrome™ and HiFi colors. No system delivers higher accuracy.

### **The X-Rite ATS**

The ATS uses a spectrophotometer system to measure and analyze color. Since spectral data provides the most complete and accurate description of each color, the ATS is the ideal control system for both process and special color print jobs. It is equipped with a hand-held spectrophotometer to give operators the option of spot checking paper or ink color at critical locations.

### **The X-Rite ATS Publication**

The ATS Publication is ideal for process control in web-offset magazine printing, providing quality control review of press-signature samples for magazine publishers and web-offset printing equipment manufacturers. X-Rite has developed the first automated, small-spot spectrophotometer that can measure tiny color control bars, often only one-sixteenth of an inch in height.

### **A Compelling List of Features**

- Put complete and accurate color information at your fingertips. The systems allow you to zero-in on shop standard or customer supplied color targets at make-ready, then keep the color on-spec throughout the press run. When you need to repeat a run, the system database provides the color data required to get the reprint started and finished fast.
- Help press crews set standard densities for any process color job.
- Allow operators to select from industry standard Status T, Status E or Status I density response.
- Offer one-button measurement of one or multiple color bars providing the operator feedback on all printing units at a single glance. The display automatically alerts press crews to determine if a single ink key needs readjustment or if the sweep needs to be changed across a unit.
- Automatically find and measure the color bar, even if the press sheet is misaligned.
- Display measured versus standard densities for all ink keys at a glance.
- At the end of each run, automatically generate customer verification reports detailing critical color information, including color reproduction data, color tolerances and much more.

### **Why Invest In An ATS?**

ATS allows operators to set target densities for non-process and special colors using a customized density response based on each ink's unique color properties. This lets you monitor and control special colors using familiar densitometer functions like density and dot gain. Spectral color measurement and advanced data reporting and exporting capabilities make this a system you can build on as you invest in new press models and print technologies. Because a substrate can have a dramatic impact on printed ink colors, paper color can also be analyzed throughout a press run. Special color matching to PANTONE references can be easily compared by using the reference library provided with the ATS system.



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**Brakensiek Systemhaus  
GmbH & Co. KG  
Klönnestraße 94  
D-44143 Dortmund****BRAKENSIEK®**  
**SYSTEMHAUS**

Mitglied im

**[www.brakensiek.com](http://www.brakensiek.com)****Tim Brakensiek**

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+49(0)231.985-0010

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+49(0)231.985-2000