

# ATS Publication



## **Automated Web-offset Process Control**

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

The ATS (Auto Tracking Spectrophotometer) Publication system is ideal for improving productivity in web-offset magazine printing while providing color quality documentation of presssignature samples for magazine publishers and advertisers. X-Rite has developed the first automated, small-spot spectrophotometer that can measure tiny color control bars, as small as 2mm, common in today's short cutoff web publication printing.

The ATS Publication 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.

### **Features**

- Easy operation.
- Automated measurement of color bars.
- Compatibility with all press makes and models.
- Go/no-go feedback for all printing units, at a glance.
- Advanced measurement functions— alerting press operators of all required color adjustments.
- One-of-a-kind measurement features— allowing operators to set color targets, even for special colors.
- Detailed customer verification reports— demonstrating how well color was controlled during the press run.
- Quickly measures, reassembles and displays multiple print ribbons
- Displays multiple web surfaces for “at-a-glance” review of color levels
- Hand-held spectrophotometer, allowing operators to measure any customer-supplied sample as a standard color.

### **Benefits**

#### **For the operator:**

- Provides spectral density response to ensure accurate measurement of any density status.
- Pinpoints the location of a range of color problems - hue shifts, paper problems, problems with density and dot gain, even problems with hi-fi colors.
- Keeps color consistent and on-target throughout a job and helps ensure subsequent reprints will match original press run.
- Conveniently delivers information on a color monitor.
- Indicates which ink keys correspond to measured color bar patches.
- Locates and accurately measures color bars even if a press sheet is misaligned.

#### **For the manager:**

- Documents color performance to share with publisher and customers
- Cuts down on make-ready time and therefore makes jobs more profitable.
- Reduces costly trial-and-error adjustment on color print jobs.
- Boosts press crew productivity.
- Speeds color OK on multi-form jobs
- Produces detailed printed reports: job color summaries, special color reproduction data, etc.
- Provides advanced color control on any press, including a range of emerging technologies.
- Helps pressroom supervisors evaluate press supplies and materials.

#### **For the customer:**

- Keeps color consistent and on-target throughout forms of a job and helps ensure subsequent reprints match original press run.
- Reduces “close enough” color OK's - and, as a result, reduces rejected jobs.
- Makes on-press color decisions easier.
- Spectral technology ensures special colors match your color intentions.

### **Specifications**

Product includes Windows®-based data acquisition software, and several standard, measurable test-image files.

#### System Requirements

450Mhz or higher class  
computer running Windows®  
98/NT4/2000, hard drive space  
for application and data, and  
free serial port for connection  
to ATS hardware.

#### Measuring Geometry

45°/0° per ANSI PH2.17

#### Light Source

Gas Pressure @ 2850°K

#### Spectral Sensor

DRS Technology (31pt)

#### Spectral Range

400nm - 700nm

#### Reflectance Range

0 - 200%R

#### Repeatability On White

0.2 ΔE max. ±0.01 Density max.

#### Density Reproducibility

±0.02 Density @ 1.5 Density

#### Density Range

0-2.5D

#### Calibration

Automatic

#### Scan Spot Size

(Total Scanned Spot)

1.2mm (.047") x 3.5mm (.138")

Patch Width (along scan path)

3.8mm (.15") min.

#### Patch Height

2.0mm (.078") min.

#### Paper Thickness

1.5mm (.06") max.

#### Scanning Rate

150mm/sec. (6.8mm patch)

100mm/sec. (4.8 mm patch)

#### Scanning Width Available

ATS40 standard: 1016mm (40")

Other sizes available to fit  
common press configurations.

Color Bar Location  
Paper edge to 38mm (1.5")  
from edge

Color Bar Alignment  
Automatic centering of  
measurement on color bar.  
Paper set against stop.

Paper Hold Down  
Vacuum activated with  
measurement command

Power Required Station  
110 / 240 VAC, 50-60 Hz, 4/2A

Pump  
115 / 230 VAC, 50-60 Hz, 4/2A

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