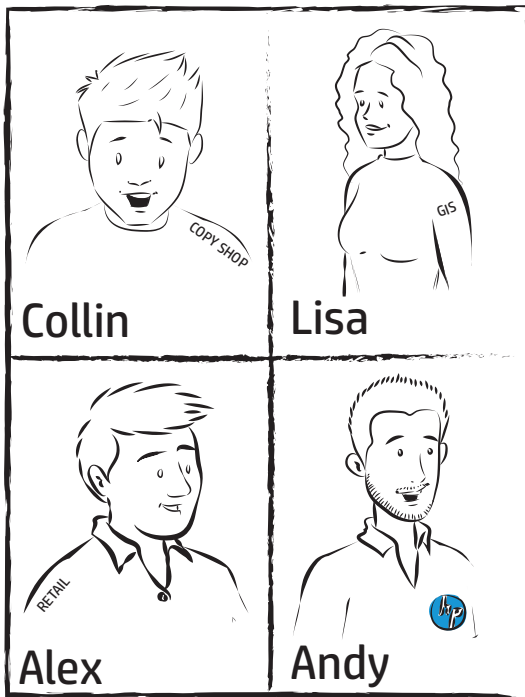


# PRINTING TIPS

## How to ensure reliable image quality results



Oh! I wonder why colors don't look like I expected

Has this ever happened to you?

Sometimes

What did you do to solve the problem?

Calibrate the monitor

Calibrate the printer

And... did it help?

Mmm yes...

But, there should be an easy way to print the color as we expect, right?

@ HP we are experts in Color Management and I can give you some tips

You need to ensure that...

We definitely need to know them!

But we use different applications to print

Don't worry, at the end it's the printer that has to do the Color Management

What do you use?

Most of the time Adobe Reader

OK, first check that "Printer managed colors" is selected in the driver

Printer Managed Colors

Is that all?

How?

No, there's a second step. In the application you need to select **printer determine colors**

That's very easy, but I use Adobe Acrobat Pro

The steps are exactly the same, even if the app screen looks a little bit different

I also print from Photoshop!

Even easier! In the same screen you send to print, you also choose "Printer Manages Colors"

I don't have a clear idea in what to choose as rendering intent in Photoshop

As a rule of thumb use:  
**Perceptual**-Photos, Images  
**Relative Colorimetric**-Line art, Logo graph  
**Absolute Colorimetric**-Simulate paper  
**Saturation**-Business graphics like charts

Occasionally, I print directly from the application

Follow the same steps

Printer managed colors!

...in printer!

...and application!

Now I finally get the right colors with the tips that Andy from HP has given us!