



BARBIERI
electronic
When Color Quality counts

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**User statement from Lorenz Ismer,
CEO of L-ARTS FEINE WERBUNG GmbH (Leipzig, Germany).**

»First of all some information about our background: We are a small but highly specialized production agency which is part of an also small and highly specialized agency group. In-house we produce only digital, mostly big format prints, especially from slides. Our core competency is that every print looks the same, from the single print to the industrial mass production.

Soon after having bought our first wide format printer in 2000 we decided to not use any more color profiles from manufacturers and service providers. Either the quality was poor or the costs too high. Sometimes both of them happened. In 2000 the topic color management was at the very beginning. Only a few innovative color measuring devices were available on the market and the software to build profiles mainly came from the traditional printing sector.

Our first step into the "world of colors" was with a DTP41 and PrintOpen 3. This was a combination which allowed us to create profiles for reflective media – not really quick but the quality was good. Very soon this measuring device in his standard version showed his limits because it was not able to measure transparent media. As a consequence we bought a very expensive update for the DTP41. This update to the transparent mode was nonsense. The results were not really improved and it took a lot of time until we found the problem and did recognize this.

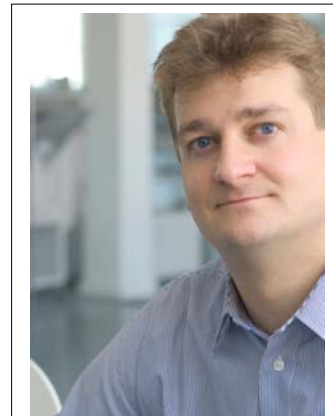
2006: Many things changed until now. We bought several new printers and gained a lot of know-how. In the meantime we build up very precise ideas how "our" measuring device has to be. Quick, universal, strong for transparencies – a combination which no one was able to offer.

This changed immediately once we learned about the Spectro LFP RT from BARBIERI electronic. A measuring device which met all our requirements – we ordered it immediately.

It is quick, universal, and particularly suited for transparent media. In regards to his speed there would be devices which are even quicker – in regards to his variety of measurable media definitively not.

Moreover, we did discover that the quality of the measured data is extremely good. The regular and automatic calibrations during the measurements and the technology of BARBIERI electronic contribute to it.

Besides the instrument itself, I would like to point out the support of BARBIERI electronic – short official channels and quick response times are the key to success. At the very beginning we



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encountered a little problem with the measuring unit for transparent media and called our dealer to tell him the complaint. Immediately after that we got a phone call from the German distributor which located the problem and another phone call from the manufacturer. Within a few hours the problem was located and a new lamp was send to us – by express directly from the manufacturer. Less then 24 hours later the instrument worked perfectly again.«

Lorenz Ismer
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Thanks to Mr. Lorenz Ismer for his consent to publish this article.

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Wolfgang Passler
(Marketing Manager of BARBIERI electronic)