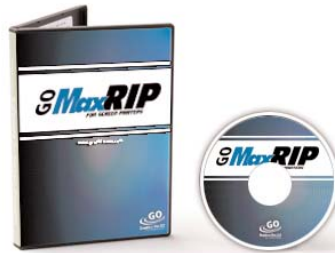




MaxRIP™

MARKETING FAQs

GO MaxRIP FAQs



Q. What is a RIP?

A. RIP (Raster Image Processor) interprets the data from your image file into a form that your printer can understand; this translated information tells your printer how to lay down the dots of each ink to reproduce your image on the printed page. Most of the RIPs available today will support PostScript Level 3, so it will seamlessly make these translations for Raster data (bitmapped or photo), vector data (design elements created in your Graphics Application) and text.

Q. Why GO MaxRIP?

A. GO MaxRIP is a solution designed by screen printers for screen printers; it has been engineered to optimize performance and provide the features you really need. Built around the proven JAWS Post Script interpreter, you get an industrial strength RIP at an affordable price.

Q. What are the special features of GO MaxRIP?

A. The special features of MaxRIP are as follows:

- Specially Developed RIP by Screen Printers for Screen Printers
- Easy to Use RIP with User Friendly Controls
- Prints Directly from the Software Applications You Use Every day, such as CorelDraw, Photoshop, Illustrator and Others
- ICM/ICC Based Color Management
- Designed to make screen positives with your EPSON desktop printer, easily
- Customized with Density Curves for GO dMax 4 film using original OEM ink and GO dMax 4 ink
- Works Exceptionally Well with GO dMax 4 film and Other Screen Positive Films
- Density Calibration and Adjustable Density Curve Adjustments
- Hot Folder Based Workflow Allows Users to Setup as Many Printers as Needed
- Windows and Mac Ready

Q. Will GO MaxRIP print halftones for screen printing film positives?

A. Yes, GO's MaxRIP will allow you to get good, dense film output for screen printing film positives. You simply print separations and spot colors, with your own angles and frequencies, as grayscale, from your applica-

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tion and you'll get the dense film positives you need.

Q. I do not have a large format printer, can I use my desktop printer to print screen film positives?

A. Yes, GO's MaxRIP halftone screening turns an ordinary inkjet printer into an imagesetter, enabling output of screened film positives that are used to expose offset plates or silk screens. You can generate screened separations from any composite PostScript or PDF file or print separations from your favorite front-end application. You can print a composite from a separation to check for trapping and moiré, while specifying your own screen rulings, or use our built-in pre-defined screen rulings.

Q. What brands of printers does GO MaxRIP supports? Which Epson desktop printers does MaxRIP supports?

A. Currently, GO's MaxRIP only supports Epson desktop printers, however, Graphics One plans to expand it's support capabilities in the near future. GO's MaxRIP supports Epson desktop printers.

Supported EPSON Printers:

Stylus

Stylus C60 · Stylus C62 · Stylus C64 · Stylus C70 · Stylus C80 · Stylus C82 · Stylus C84 · Stylus C86 · Stylus CX3100 · Stylus CX3200 · Stylus CX5200

Stylus Color

Stylus Color 500* · Stylus Color 600 · Stylus Color 680 · Stylus Color 740 · Stylus Color 740i · Stylus Color 760 · Stylus Color 777 · Stylus Color 800 · Stylus Color 800N · Stylus Color 850 · Stylus Color 850Ne · Stylus Color 860 · Stylus Color 880 · Stylus Color 900 · Stylus Color 900G · Stylus Color 900N · Stylus Color 980 · Stylus Color 1160 · Stylus Color 1500 · Stylus Color 1520 · Stylus Color 3000

Stylus Photo

Stylus Photo · Stylus Photo EX · Stylus Photo EX3 · Stylus Photo 700 · Stylus Photo 750 · Stylus Photo 780 · Stylus Photo 785 · Stylus Photo 790 · Stylus Photo 810 · Stylus Photo 820 · Stylus Photo 825 · Stylus Photo 830 · Stylus Photo 870 · Stylus Photo 875DC · Stylus Photo 890 · Stylus Photo 895 · Stylus Photo 900 · Stylus Photo 915 · Stylus Photo 925 · Stylus Photo 950 · Stylus Photo 960 · Stylus Photo 1200 · Stylus Photo 1270 · Stylus Photo 1280 · Stylus Photo 1290 · Stylus Photo R1800 · Stylus Photo 2000P · Stylus Photo 2100 · Stylus Photo 2200 · Stylus Photo R2400

Stylus Pro

Stylus Pro* · Stylus Pro XL* · Stylus Pro XL+* · Stylus Pro 4000 · Stylus Pro 4800 · Stylus Pro 5000 · Stylus Pro 5500

Stylus Scan

Stylus Scan 2000 · Stylus Scan 2500 · Stylus Scan 2500 Pro

Q. Can I print on my favorite graphic program?

A. Yes, GO's MaxRIP will work with any graphic artwork program, such as, Adobe Photoshop, Illustrator, InDesign, QuarXpress and CorelDraw. MaxRIP will install an indepent driver that allows your settings in your graphic artwork program to print directly through the RIP software.

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Q. What is PostScript and why do I need a RIP?

A. PostScript is a programming language optimized for printing graphics and text. A PostScript RIP (Raster Image Processor) converts the output from your application into an image allowing you to utilize a non PostScript printer for high quality color and sharp, legible type.

Q. Is it difficult to install MaxRIP?

A. Not at all, GO MaxRIP is available to download from our website www.graphicsone.com. When you purchase your copy of GO MaxRIP you will get an activation code and you can be printing in minutes!

Q. What happens if I want to have a hard copy?

A. The easiest thing to do is to burn a CD-R yourself with the installer package; however factory copies are available as an option.

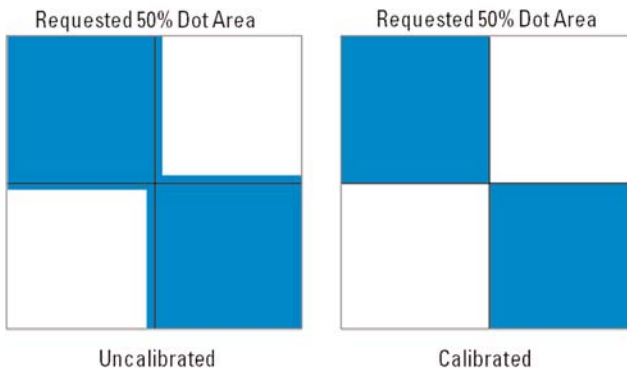
Q. I have several desktop printers, how many copies of GO MaxRIP do I need to purchase?

A. One per network, GO's MaxRIP allows users to setup as many printers as needed, it functions as a server and is network ready. You can connect your computers via Ethernet and print to any supported network printer.

Q. What does linearization mean?

A. The Clinical Definition is: Bringing a printer to a known State.

Electronic and Mechanical limitations make printers non-linear, this is compensated with a calibration curve inside the RIP, which is generated by means of printing a test chart which contains the desired values, and then measuring the result on film with a densitometer. The actual values obtained are input on the RIP and this allows the RIP to calculate the difference between the expected value and the actual value and generate a correction curve that will allow the device to be linear. This is better explained by the illustration below:



Q. Why is linearization important in making screen positive films?

A. Remember that a film separation is a monochromatic representation of the densities of the primary colors which together will conform the final color output. If the printer cannot reproduce the input values provided by the RIP accurately, the color output will be inaccurate as well.

Q. Can MaxRIP use linearization for any color separation films and inks?

A. GO MaxRIP comes ready with the linearization curves needed to use any Epson printer in combination with GO dMax film and GO HD and HS inks. Should you decide to use a different ink media combination, GO MaxRIP allows the user to create custom calibration curves.

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Q. Does GO MaxRIP supports ICM/ICC Based Color Management?

A. Yes, GO's MaxRIP offers full ICC support.

Q. Does GO MaxRIP have density calibration?

A. Yes, GO's MaxRIP includes the new Q-Curve™ utility which will allow users to apply a density curve to a composite or separated job. Users can curve the color plates individually or apply the same curve to all. In addition, users can use the graphical curve interface or enter the desired density numbers.

Q. What is the GO advantage?

A. GO offers a complete solution. GO MaxRIP is part of a complete solution comprised by dMax Film, the best waterproof film in the market, GO HS and HD inks, which have been developed specifically for film printing providing the highest dMax values in the market, at an affordable price. All of our products go through a strict development and testing program that ensures you get the best possible solution for your money.

Q. How much will it cost me to implement the system?

A. If you think about it compared to an imagesetter, almost nothing; if you put it in the context of the money you will save in external pre press services the solution pays for itself with your first job! Let's see the example below:

GO MaxRIP	\$495
Epson Stylus 1400	\$185*

For less than **\$700** you can have an industrial grade Pre-Press Solution to output your own Screen Positives.

*retail price at amazon.com