

For Immediate Release in the U.S. and Canada

## Mutoh ColorVerify Pro a Success at Graph Expo



**Chicago, IL (September, 2011)** – Mutoh America, Inc. announced its ColorVerify Pro, powered by ColorMetrix, process control system at this year's Graph Expo. ColorVerify Pro is an Internet based system that is designed to enhance your image and reduce your costs. Graph Expo was held from September 11<sup>th</sup> through 14<sup>th</sup> in Chicago, Illinois.

ColorVerify Pro incorporates the use of Mutoh's SpectroVUE VM-10 on-printer spectrophotometer. The SpectroVUE comes standard with Mutoh's ValueJet 1608HS Hybrid printer, and can be equipped to the new ValueJet 1324 and 1624 printers.

### How it works:

Users create a 'baseline' of desired color per media type that's stored in the printer. Before each print job, users print out a color strip of 'jellybeans' which the SpectroVUE then reads and compares to the previously stored baseline. ColorVerify Pro tells users if their current print matches their baseline with a "pass" or "fail" notice. The system allows users to track color differentiations over time and provides troubleshooting help if colors do not match.

"Mutoh provided daily demonstrations of the new ColorVerify Pro service at Graph Expo, and the response was great," shares Gary Rudnick, Director of Sales. "ColorVerify Pro is a simple, easy to use tool that makes process control simple for the average user. Mutoh is the first in the industry to actually incorporate process control into the printer and a database to store the information."

Mutoh will be showcasing the complete ColorVerify Pro system this year at SGIA in New Orleans from October 19<sup>th</sup> through 21<sup>st</sup>, booth #2133.

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### About Mutoh

Mutoh Industries, Ltd. founded in 1952 in Tokyo, celebrates 60 years of business beginning as a manufacturer and distributor of mechanical drafting products. Since then, ISO 9000-certified Mutoh Industries, Ltd. & has become the world's foremost manufacturer of large format piezoelectric printers. In April, 2007, Mutoh Holdings Co, Ltd was established as a holding company of affiliates including Mutoh Industries, Ltd. Mutoh has engineering, manufacturing and distribution centers in Japan, Belgium and Phoenix, Arizona. Please visit the websites: [www.mutoh-hd.co.jp](http://www.mutoh-hd.co.jp) for Mutoh Holdings Co, Ltd and [www.mutoh.com](http://www.mutoh.com) for Mutoh America Inc., call 1-800-99-MUTOH (800-996-8864) or e-mail us at [sales@mutoh.com](mailto:sales@mutoh.com).



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