



News Release

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MULTI-MEDIA, MULTI-MATERIAL COLOR CONTROL SYMPOSIUM

RESEARCH TRIANGLE PARK, N.C., USA, Monday, February 21, 2011—AATCC and the Inter-Society Color Council (ISCC) will jointly sponsor the **4M Color Management: Multi-Media, Multi-Material Color Control Symposium**. This two-day program will be held April 28-29, 2011 at the Hilton University Place in Charlotte. The program will focus on on-line and multi-material color control, developments in digital color management in the supply chain, and color appearance models for multiple substrates.

Keynote speakers are world-renowned color scientists, Rolf G. Kuehni, and Dr. James A. Ferwerda, Associate Professor, Rochester Institute of Technology.

Ferwerda's presentation, *Envisioning the Material World*, will discuss techniques to develop models relating the physical properties of materials to their visual appearances. Dr. Ferwerda will describe taking advantage of the limits of material perception to develop new techniques for efficiently and realistically rendering complex scenes, and will also discuss recent efforts to develop advanced display systems that allow hands-on interaction with virtual materials and surfaces.

Kuehni's *Color Control of Textiles: Paths to Move Forward* will discuss color quality control (reflectance measurement and calculation) over the last 60+ years. He will discuss variability issues involving observers, methods, and materials as well as the pros and cons of some paths of improvement. Kuehni will also address the investment needed to make measurable and statistically supported progress to solve this problem.

Additional presentations include:

- Optimum Color Communications; John Darsey, Color Solutions International
- Analysis of Variability in Perceptual Assessments of Color; Renzo Shamey, North Carolina State University
- The Future of Lighting: Color, Efficiency, and Compliance; Ann Laidlaw, X-Rite Inc.
- Digital Proofing of Spot Color; Michael Charlton, Sun Chemical Corp.
- Automated Closed-Loop Systems to Control the Color of Extruded Plastics; Ken Phillips, X-Rite Inc.

- Color for Packaging: Curves, Color Management, and Brand Colors; Mark Samworth, ESKOArtwork
- G7: Enabling a Global Print Supply Chain; Jeff Budd, Hallmark Cards Inc.
- Tolerable Tolerances: Managing the Complexities of Customized Tolerances; Chris Hipps, Datacolor
- Managing Color on Multiple Textile Substrates; Andrew Fraser, Chico's
- Palette Rationalization; Michael Charlton, Sun Chemical Corp.
- Digital Textile Printing and The Question of Color; Kerry King [TC]²
- Variables Influencing Color Reproducibility in Digital Printing; Carly Morrison, Cotton Incorporated
- Digital Proofing of SPOT Color Packaging Inks Using a Desktop Inkjet Printer; Danny C. Rich, Sun Chemical Corp.

Presentation abstracts are available at www.aatcc.org/events/symposia/4MColor.htm.

Individuals registering **on or before April 13** pay US\$499 for AATCC/ISCC members (US\$749 for non-members). This includes luncheons, break refreshments, and a copy of all available papers. After April 13, the registration fee increases to US\$549 for AATCC/ISCC members (US\$799 for nonmembers). Refunds will be honored if cancellations are received on or before April 20, 2011. A US\$75 cancellation fee will be charged.

Details and registration at: www.aatcc.org/events/symposia/4MColor.htm.

ABOUT AATCC: *AATCC is the world's leading not-for-profit association serving textile professionals since 1921. AATCC, headquartered in Research Triangle Park, N.C., USA, provides test method development, quality control materials, and professional networking for its members around the world. Additional information is available at www.aatcc.org.*

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