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FOR IMMEDIATE RELEASE

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Cal Poly Expands Virtual Proofing for Packaging Education with BenQ Monitor

SAN LUIS OBISPO — BenQ, a leading manufacturer of projectors, LCD monitors, PCs, notebooks and netbooks, digital cameras, ebook readers and mobile devices, has donated a specialized monitor to Cal Poly's Graphic Communication Department that will enhance the department's virtual proofing initiatives.

The PG2401PT monitor, first available worldwide in September 2013, will be used to enhance consumer packaging and color courses. It will also be used to train industry professionals in the latest advances in color proofing through the Graphic Communication Institute at Cal Poly (GrCI).

"It is a welcome addition that ensures our students will have practical, hands-on experience with the latest advances in virtual proofing," said Professor Colleen Twomey, who specializes in packaging graphics.

Produced in collaboration with X-Rite, the BenQ PG2401PT combines a ProGraphics 24-inch monitor with Palette Master software for color control and is GRACoL- and FOGRA-certified.

The monitor and software offer many benefits to the industry, including improved efficiency and lower costs. "Together with Palette Master, the bundled color calibration software co-developed with X-Rite effectively improves design and proofing efficiency and lowers the total cost of ownership," said John Sweeney, BenQ director of business development. "For content creators, the new Pro Graphics Series also enables an effective digital workflow with color consistency from design to printing."

Corporate partnerships have provided Cal Poly students with cutting-edge technology, allowing graduates to be at the forefront of the industry. "We are greatly appreciative of the newly formed partnership with BenQ," said Ken Macro, chair of the Graphic Communication Department. "We are focused on exposing our students to the latest technology in the field as part of Cal Poly's Learn by Doing teaching approach, and the BenQ monitor fits nicely into our teaching process."

The system donated to Cal Poly includes:

- BenQ Pro Graphics Series, featuring the 24-inch PG2401PT (1920 x 1200)
- G7, Fogra and other ISO standard print-quality certifications for print-perfect proofing efficiency and lowered total cost of ownership
- 100 percent CMYK color space and 99 percent Adobe RGB color space to ensure the most accurate color reproduction
- A 10-bit display panel for the smoothest shading and color transitions in natural gradations
- 14-bit 3D Look-Up-Table and processing for improved RGB color blending accuracy, resulting in improved color and gray tone reproduction
- Delta E-2 to ensure color accuracy throughout project workflow, providing viewers with the truest impression of the original image while them saving time and money
- Hardware calibration support that stores calibration data generated by the calibrator directly on the monitor's IC to safe keep the most authentic and accurate

calibration results

- Brightness uniformity support that balances brightness and chromaticity for consistent image viewing across the entire display
- Palette Master bundled color calibration software, co-developed with X-Rite, that can validate calibration according to G7/Fogra/Ugra criteria, making it easy to verify for international printing standards

About Cal Poly's Graphic Communication Department

The Graphic Communication Department was founded in 1946 and is one of the largest and best-known programs of its kind in the U.S. It includes concentrations in graphic communication management, web and digital media, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with grants and endowments and with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories. The department is nationally accredited by the Accrediting Council for Collegiate Graphic Communications. The Graphic Communication Institute at Cal Poly focuses on services for industry, including research, testing, product evaluations, consulting, training, seminars, workshops, conferences and publishing.

Links:

Graphic Communication Department: www.grc.calpoly.edu/
Graphic Communication Institute: www.grci.calpoly.edu
College of Liberal Arts: www.cla.calpoly.edu

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