

# SCTV on my Techkon??

The old TV show might have made you laugh, but SCTV will put you in control of your spot colors.



## YES!

The Techkon SpectroDens is the first and only device to incorporate the brand new SCTV measurement metric!

**What is SCTV?** Spot Color Tone Value (SCTV).

Techkon USA, an innovation leader in densitometers, spectrophotometers, and software solutions for the global print and packaging industries, has released new SpectroDens instrument firmware which includes ISO's new method for the calculation of Spot Color Tone Value.

SCTV defines a metric for assessing intermediate tones of a spot ink. This method for the calculation of spot color tone values produces approximate uniform visual spacing of tones between substrate and solid ink values. **The new industry standard, ISO 20654:2017**, has been designed specifically for spot color inks and to replace the use of the traditional, density-based measurements like Murray-Davis and Yule-Nielsen whose calculations do not accurately capture the even tonal distribution we see in a spot color tonal fade.

**What does this mean?**

With SCTV, you can now:

- Calculate even tonal distribution for spot colors
- Create accurate spot color print curve adjustments
- Refine spot color tone values when proofing
- Better assess press gain.

The simple interface is easily accessible and a perfect solution for operators to learn quickly and adopt as part of their routine. Ultimately, this new metric offers more accurate color measurement for spot colors that will impact both prepress and the pressroom.

## Year End Special!

To promote the use of this new standard in the industry, APR is offering a 15% discount on these devices until the end of the year:

### Techkon Advanced

- Normally \$6000; Now = **\$5100**

### Techkon Premium

- Normally \$7650; Now = **\$6500**

For more information and to say **YES!** to our Year End Special, please call customer service at **800-445-4017** today!

 All Printing Resources, Inc.