



KONICA MINOLTA

Press Release

UBISOFT PRINTS ACCURATE COLOUR THANKS TO KONICA MINOLTA

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UBISOFT is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands. The teams throughout UBISOFT's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms.

This starts with consistent brand recognition in product packaging, advertising and point-of-sales promotion materials.

Axel Robert, Prepress Quality Manager at UBISOFT, is responsible to assure accurate colour for all printed products purchased by UBISOFT at printers around the globe.

This includes more than 1000 proof prints and more than 30.000 designs for game manufacturing and point-of-sales materials per year. This amount requires reliable colour measurement equipment in order to avoid expensive waste and rework.

Konica Minolta: Axel, what issues were you facing with your existing instruments?

Axel Robert: For a long time, I used many instruments from others manufactures.

The issues I faced were essentially due to heterogeneity between them, depending not only on their respective version and age but also the repeatability in terms of measurement consistency. I was not very confident with their robustness as well.

Konica Minolta: What benefits in your daily work did you obtain with the FD-7 from Konica Minolta?

Axel Robert: The main benefit is about its incredible accuracy and performance.

I did some extra tests during several days and I have realized that it was very stable.

The second benefit is about the extraordinary ease to do measurements in a single pass for different modes (e.g. M0, M1). It's very versatile. Furthermore, I'm very confident with the quality when I have to do quality tests. Because it's essential to bring the proof when a print issue occurs. With the FD-7, I'm totally sure of what I am arguing.



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In 2015 Axel Robert opted for the Konica Minolta FD-7 Spectrophotometer as new reference instrument:
„Konica Minolta is ahead of competitors when it comes to accuracy and consistency of results. They provide advanced Light & Colour technology for many industrial fields. Thus, entering the graphic arts and printing industry was just a logic step ahead.”

Since the end of 2016, all existing instruments at UBISOFT are replaced by Konica Minolta FD-series instruments including the new Autoscan Spectrophotometer FD-9 for controlling proof prints, validation prints and the final print production. This consistency from prepress to final product is a key to successful colour management for UBISOFT.

About UBISOFT:

<https://www.ubisoft.com>

About Konica Minolta Sensing Europe B.V.:

Konica Minolta Sensing Europe B.V., part of Konica Minolta Inc. Japan, is a leading provider of measurement solutions for applications in the fields of Colour & Appearance and Light Measurements. Konica Minolta Sensing Europe serves the industry in more than 30 countries in the EMEA region with Branches and qualified Distributors. Derived from our state-of-the-art optical and image processing technologies, measuring solutions from Konica Minolta Sensing help improve quality control and support R&D in a wide variety of industries. Our colour management solutions are essential to control and monitor quality in many areas of manufacturing, such as automotive, coatings, plastic, construction materials, food, chemicals and pharmaceuticals. In the area of Light & Display measurement technology, Konica Minolta Colour Analysers enjoy an “industry standard” position. Konica Minolta Sensing Business unit will continue to innovate, utilizing the latest high-accuracy sensing technology, providing solutions that meet the ever-changing needs in diverse fields.

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