

NITE-BRIGHT

The difference is nite and day.

DIGITAL PRINTING GLOSSARY

If you are new to digital printing, we hope the glossary below will help you understand some of the industry jargon. Please let us know if you have any questions; we would love the chance to share our knowledge with you. Technical support is available Monday through Friday from 5:00 AM to 5:00 PM at 1-800-535-0002 or email us at info@nitebright.com.

CMYK

Acronym for Cyan (Process Blue), Magenta (Process Red), Yellow and Black, the colors used to produce four-color process printing. Black is noted by "K" to prevent confusion with blue.

CIP4

Acronym for The International Cooperation for the Integration of Processes in Prepress, Press, and Post Press Organization. From the CIP4 Website: "CIP4 is a not-for-profit standards association, whose mission is to foster the adoption of process automation in the printing industry." For more information on CIP4, visit: http://www.cip4.org/overview/about_cip4_and_jdf.html

Digital Printing

Printing directly from any type of digital file directly to a substrate rather than a plate.

Digital Proof

Also known as a digital press proof. A hardcopy sample that will look exactly like the finished job.

DPI

Acronym for Dots Per Inch refers to printed resolution, or the number of dots that are actually printed in a linear inch. DPI is often referred to when PPI, Pixels Per Inch, is more relevant. See PPI.

JPEG

The acronym for Joint Photograph Experts Group. The JPEG file format compresses an image to reduce the size of the digital file. If not used correctly, the JPEG file can drastically reduce the quality of the file.

JDF

The acronym for the "Job Definition Format". JDF is a technical standard that was developed to allow cross-vendor workflow. A JDF file is essentially an electronic job ticket containing all of the data relating to a print job, including run length, all the steps or processes to produce the job, delivery date required and shipping information. For more information on the Job Definition Format, visit: http://www.cip4.org/overview/about_cip4_and_jdf.html

Lenticular Printing

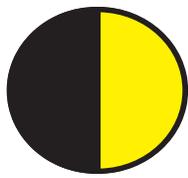
Printing to produce optical illusions on a ribbed plastic substrate. Lenticular printing is also referred to as 2-D, 3-D, flip or animation effect. The ribs of the substrate, or lenticules, create the effect when the printed piece is moved or viewed from a different angle.



Nite-Bright Sign Company

16061 Pine Ridge Road • Fort Myers, FL 33908 • T. 239.466.2616 • 800.535.0002 • F. 239.466.2625

www.nitebright.com



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Preflight

The process of confirming the accuracy of all information related to the production of a job before going to press.

Proof

See Digital Proof and Soft Proof.

PPI

Acronym for Pixels Per Inch, measures resolution by the number of pixels per linear inch within a digital image.

RGB

Acronym for Red, Green and Blue, the three colors used by monitors and scanners for transferring and representing color data. Input and display are frequently in RGB, while output is typically in CMYK.

Soft Proofing

Proofing on a color calibrated monitor. Soft proofing may also refer to proofreading copy and/or reviewing a layout for accuracy.

QR Code

A matrix barcode originally designed for the automotive industry, QR codes have gained popularity for use as a marketing tool on printed materials as a result of the proliferation of smart phones equipped with applications for reading QR codes. A snapshot of the QR code is taken with the phone, the application reads the code and the phone displays the website, text or other information provided through the QR code.

Substrate

The material upon which a job is printed. See our Substrate Index ([link to index](#)) for a list of substrates we commonly print.

UV Printing

Ultraviolet light dries UV inks through a photomechanical process which turns the ink from a liquid to a solid. UV printing greatly reduces the emission of VOCs (Volatile Organic Compounds) into the environment because there is no evaporation of solvents such as those found in conventional inks. The quick drying of UV inks allows for printing on a wide variety of substrates that cannot be printed with conventional inks.

VOCs

Acronym for Volatile Organic Compounds, VOCs are compounds that vaporize easily at room temperature. VOCs can be harmful to human health and the environment.



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