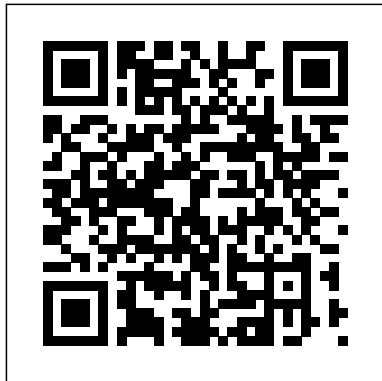


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# Tektronix Solutions

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*WiMAX Elsevier*  
"Color in the  
computing environment,  
once considered a  
luxury, is becoming  
more available  
compared to being just  
the occasional  
exception. As the

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number of users exploring the uses of color through displayed and printed images increases, the problems associated with its use are becoming widely known. What worked in black and white is not easily translated into color. The use of color needs to begin with the basic understanding of what is color, its terminology and its utilization as an enhancement to communications tool. Only after the basic terminology and effective means of communication are understood will flourish as a successful means of communication in the computing environment. Currently, a number of products are seen as solutions in the realm of color usage in the computing environment. Four different contributions, PostScript Level 2 (Adobe), PhotoYCC (Eastman Kodak), Pantone Matching System (Pantone), and TekHVC (Tektronix), each deliver a component of electronic color reproduction. PostScript Level 2 delivers consistent color from monitor to printer, with variations based on printer manufacture and the printing technology utilized. PhotoYCC defines a format for image capture and retrieval with a wealth of possibilities for image sources. Pantone Matching System expands the accessibility of simulated prepress work, coupled with ink formulation and quality control. Tektronix

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attempted to define TekHVC as an industry standard based on a more uniform color space than that which is defined by previous industry standards. Because of the lack of acceptance, Tektronix has limited this solution to their printers. Solutions are abundant, but as costs continue to fall, the expectation of consistent color will rise. The adoption of standards across operating environments and software packages is critical to

continued increase of the use of color in the computing environment." --Abstract.

Electronic Design CRC Press

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product of an academician and a business practitioner, both of whom share a deep concern about the inadequacy of current models and practices. It examines the new environment and explores the underlying drivers — the “ Engines of Prosperity ” — that set the new rules of competitive rivalry. It provides timely advice for managers on how to operate in a world characterized by Information Age technology, rapid change, deepening global linkages, increasing returns to scale, and the continuous unbundling of value chains.  
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