



8 June 2023

**HYBRID Software and ICScolor offer color-accurate Remote Director proofs directly from within HYBRID CLOUDFLOW**

(Ghent, Belgium) HYBRID Software, the leading software provider and innovator for the label and packaging industry, and ICScolor, the world leader in remote digital color proofing, announce the seamless integration between HYBRID CLOUDFLOW and ICScolor Remote Director to offer a simple and exact way to view and approve color-accurate digital proofs. While CLOUDFLOW users could always access Remote Director, now they can launch the Remote Director color viewing window directly within CLOUDFLOW.

HYBRID CLOUDFLOW is a modular production workflow suite for file processing, asset management, and workflow automation. It is a web-based application platform specifically tailored for packaging graphics with support for PDF, color separation, trapping, screening, proofing and much more.

Remote Director patented software guarantees all are viewing the same color on calibrated monitors and “heals” the break caused by hard copy proofs in the otherwise totally digital workflow. All color conditions, version control, auto compilation of comments and approvals and full audit trail assure that a project is completed properly and accurately—reducing errors, cost and increasing quality while being more environmentally friendly.

While CLOUDFLOW with Proofscope has always allowed content proofing views and annotations, Remote Director adds the direct ability to view color-accurate proofs on a remote monitor. Using tools from Hybrid Software Group’s ColorLogic to create accurate profiles and IC3D three-dimensional views, CLOUDFLOW now offers a complete, color-accurate digital proofing environment.

To view accurate color, the user clicks a button within CLOUDFLOW that opens Remote Director. Anyone invited to review/approve a proof will receive an email message with a link. Remote Director will check the calibration of monitors and confirm ISO certification. If a monitor is not calibrated, Remote Director’s calibration module will guide the user to calibrate and profile the monitor correctly. That, combined with all the critical color information for proofing built into the design will assure that accurate proofs are displayed on the screen. Just as important, all critical proofing information, such as annotations or suggestions, will be easily available in one location.

“These days, the entire print workflow is digital until a provider creates an inkjet proof, places it in an envelope or box, and mails it to somebody. You can stay fully digital. ICScolor understands that getting to market quickly is perhaps the most important impetus for brand owners,” explains Vicki Blake, ICScolor VP of Business Development. “The direct link to Remote Director from within CLOUDFLOW saves a lot of time and ensures the client sees accurate color. We are really looking forward to this. I think the partnership with HYBRID Software is going to be very beneficial for both of us as well as our clients.”

“Our work together really started during the pandemic, when it was more urgent to easily provide realistic, contract quality soft proofs virtually. It is terrific to show the openness

between two organizations and our technologies. The implementation was quite straightforward. It's another example demonstrating that open systems can play 'nicely' with each other," comments Mike Agness, HYBRID Software Executive Vice President, Americas. "For anyone who wants to conduct accurate color proofing, it is seamless from within CLOUDFLOW."

**END**

**About HYBRID Software**

With offices in Belgium, Germany, US, UK, Spain, France, Italy, and China plus a global partner network, HYBRID Software is an enterprise software development company focused on innovative productivity tools for the graphic arts industry.

HYBRID Software's CLOUDFLOW workflow, PACKZ and STEPZ editors, and print quality solutions offer a unique set of advantages that include native PDF workflows, enterprise cloud solutions, scalable technology with low cost of ownership, and direct integration with leading MIS solutions and output devices. These products are used by thousands of customers worldwide in all areas of prepress and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing. HYBRID Software is a subsidiary of Hybrid Software Group.

[www.hybridsoftware.com](http://www.hybridsoftware.com)

**Contact:** [marketing@hybridsoftware.com](mailto:marketing@hybridsoftware.com)

**About ICScolor Inc.**

ICScolor Inc. is the world leader in remote digital color proofing. Our technology pioneered color-accurate soft proofing with the launch of Remote Director. The world's largest brands, converters, printers, premedia, and publishers save time and money by eliminating the handling of hard copy proofs. Today, ICScolor's expanded suite of products and solutions is focused on digital color proofing in real-time, on any mix of hardware and workflows at any location in the world.

ProofCheck provides an turnkey proofing solution and a perfect color match. For more information about ICScolor and RemoteDirector, visit [icscolor.com](http://icscolor.com)

**Contact:** [yblake@icscolor.com](mailto:yblake@icscolor.com)

**Press Contacts:**

**ICScolor**

Vicki Blake

VP of Business Development

Email: [yblake@icscolor.com](mailto:yblake@icscolor.com)

Tel: 760.444.9440

**HYBRID Software**

Christopher Graf

Chief Marketing Officer

Email: [christopherg@hybridsoftware.com](mailto:christopherg@hybridsoftware.com)

Tel: +49 761 70 776 710

**HYBRID Software NV**

Guldensporenpark 18 Block B 9820 Merelbeke, Belgium.

**HYBRID Software GmbH**

Uhlandstr. 9, 79102 Freiburg, Germany.

**HYBRID Software Inc.**

One South State Street, Newtown, PA 18940.