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Company Profile

History and Future of Quatographic Technology GmbH

Quato Technology GmbH is one of the leading suppliers for color measurement and color management in Europe. Our hardware and software products have been awarded by the press numerous times. Quato is the only company that offers color communication products from input over visualization to output from one hand.

It is Quato's aim to be the leading innovator for color management, and to bring this technology to everyone working in photography, prepress and graphic arts sectors. Over the past two years, the highest barrier for color management has been removed: complexity. Quato's solutions make it incredibly easy to make use of color-managed workflows and even more, it's now affordable for everyone.

With the Intelli Proof series from 19" to 42", Quato offers automatically hardware-calibrated TFTs that go beyond all other solutions on today's market due to its concept, ease of use and software functionality.

The continuing growth of the market for color management solutions shows that this technology is no longer a solution for only few of us. As more and more companies want to have their hands on color, this highly dynamic market will definitely expand in the next years. Quato Technology is prepared for this development.

For more detailed information visit Quato's Webpage or get in contact with the Marketing department.

Introduction

Since its foundation in 1987 Quato made a steady development. Started as sole supplier for Macintosh storage peripherals, Quato is now well known as one of the leaders in color management especially for display solutions. Today, Quato offers a complete workflow from input over visualization to output.

In the first Quarter 2004 Quato was taken over by Microvitech Germany – the European leader in industrial display solutions. With a new management team and the power of the mother company, Quato is well prepared for the things to come in the future and has incorporated the mother into Quato in late 2009.

The classic hardcopy proof will be step by step replaced by Fogra or Swop certified soft proofing systems. This evolution influences every development step at Quato.

History

In 1987 the company was founded with a small team of engineers and technicians offering highest quality Macintosh peripherals under the Quato brand. With the change to a LLC, the company changed its focus to address the emerging display market as most Macintosh systems now come with built in or optional color graphics. The brand Quato is now well known in Europe.

In 1998 the brand name Quato was incorporated into the new company name. Quatographic – now an Incorporation – concentrates its developments and sales activity on displays, calibration and scanning solution.

Focus

The centre part in every step in a design- or prepress-workflow is color. Quato's aim is to harmonize the workflow between input, visualization and output: well known under color management. The centre of the color critical decision and the design process should be a calibrated display.

Quato offers perfectly matched solutions from scanning to hardware and factory calibrated displays. In addition, the output area is also covered. All internal resources have been concentrated to bring the market the most powerful but easy to use solutions. It's no wonder that Quato's products have been regularly awarded awards by the famous Macintosh and prepress magazines. To fulfil the needs of the changing market, virtually all products are available for both, Mac OS 9 and X and Windows 2000 and XP.

The product range is focussed on professional users:

- Scanners
- Intelli Color/Proof Displays
- Intelli Proof excellence Displays
- Colormangement Solutions
- Certification Solutions and D50 Lights
- Training

Developments and KnowHow

Hardware calibrated displays became common in the market due to Quato's engineering masterpiece: the color station. Together with LOGO (Software - now a Gretag Macth company), Quato produced the world's first hardware calibrated CRT with 25 field uniformity correction years before the competitors introduced their calibrated monitors. Even more, the original color station was the first to do a patented uniformity correction based on color and luminance.

Due to the company's know how, Barco decided to let Quato the exclusive distribution in Germany, Switzerland and Austria. Additionally Quato had the general distribution of the highly awarded PFU scanners under the brand X-Finity.

With the color station 21 – introduced in 2001 – the first reasonably priced hardware calibrated CRT was presented. Now even price critical users could benefit from the perfect calibration routines that a automatic hardware adjustment offers.

During Cebit 2003 the world's first D50 factory calibrated TFT – optimised for prepress environments – was presented. Combined with a D50 backlight and the innovative software with Lumimeter technology, the user only has to linearise the display's tonal curve with the Color Bug luminance device. The first step into the TFT-proofing market was made.

2004 was dominated by the emerging TFT developments. During the 2004 Drupa world printing fair, the Quato radon 21 displays successfully took part in the FOGRA remote proof project. Photokina in fall 2004 was another milestone. The 36bit hardware calibrated Intelli Proof 21 and its smaller brother – the Intelli Proof 19 – were presented to the audience and gained a lot of interest.

Additionally the Intelli Proof 21 was awarded by the german MACup Magazine and the Publishing Praxis. The Seybold Report called the Intelli Proof 21 "best in test" in a 21" TFT proof-display shootout against the EIZO CG21 and the NEC SpectraView 2180.

At the beginning of 2006, Quato licensed the UGRA Display Analysis and

Certification solution and integrated it into Quato's iColor Display software.

In late 2006, the Intelli Proof 230 excellence was the first unit to follow ECI-RGB. The german MACup Magazine called this new display the "ferrari of the wide gamut units".

In February 2007, Quato introduced the new fully modular iColor Print suite. It's the next step to transform the hardware company into a solution provider.

In late 2008, all Quato upgraded all high end units to make use of the sophisticated ADC-uniformity circuit.

In 2009, Quato's high end displays have been certified in conjunction with the FograCert Softproof programme and the whole series now contains displays from 19" to 42".

Cooperationen

At Quato cooperations have always been an essential part of the business. Not only that Quato is working with the leading measurement device companies, Quato takes part in the regulation and specification process of ICC, UGRA, FOGRA, AIDO and ISO. A close contact to user groups like ECI and ADF helps to optimise the software to even better fit the needs of the professional user.

With our technology partners, we have access to more than 15 years in color management software development and hardware engineering. Innovative solutions and an overall speedy development process helps us to keep our products as good as the customer and forthcoming market developments demand it.

The Quato Way

For any technical problem or even a more philosophical discussion about the sense of color management, our service team and management is always at your side.

The good relationship to our authorized dealers is the basis for all market success. As only well trained service and marketing personnel is able to give the customer the best informations, we offer technical trainings and marketing material. All Quato products share an outstanding product quality and product philosophy.

Quato not only wants to offer products – we want to be your personal „color manager“. So if you're interested in Quato's products or have any further questions, then do not hesitate to get in contact with us. You're always welcome.