**GMG releases GMG ColorServer 5.2. The new version has GMG OpenColor on board for the first time and is optimized for different applications – notably: Multicolor**

**Tuebingen, Germany (June, 22nd 2020)** – GMG ColorServer is now addressing an even broader user base and, therefore relies on three solutions for different areas of the graphic arts industry: GMG ColorServer Conventional, GMG ColorServer Digital and GMG ColorServer Multicolor.

“We basically work very closely with our clients,” says Peter Schoeffler, responsible Product Manager at GMG. “Customer feedback has shown that we can support users with different challenges much better with three tailor-made solutions. From now on, we are targeting the following market segments: conventional printing, digital printing with both CMYK and Multicolor presses, and we are addressing customers who print cross-process using spot colors – primarily from the packaging industry."

All three solutions contain the award-winning profiling technology GMG OpenColor, which is both simple and intuitive to use – even more so with GMG SmartProfiler. Custom profiles are easily created to allow for unusual paper tones or adapting to printing processes such as flexo print. Another advantage is the central color database. The information stored here is not only used for data preparation, it can also be called up by GMG ColorProof.

GMG ColorServer delivers automation and consistent results for all three segments.
**GMG ColorServer Conventional** primarily ensures the efficient handling of third-party data – both in commercial printing and in CMYK packaging printing. Different input data are converted to any desired industry standard using the superior MX technology via a hot folder. As an integrated technology, GMG OpenColor also enables conversion to accommodate paper types that are not covered by common industry- or individual house standards. The functionality of GMG InkOptimizer is also part of the solution – saving ink and stabilizing the print process.

**GMG ColorServer Digital** is specifically aimed at customers with digital four-color presses. Large-format users and customers who work in the low-volume packaging sector, in commercial digital- or in personalized printing are addressed here. With the seamlessly integrated GMG SmartProfiler, digital printing machines can now be fingerprinted very easily. And thanks to the direct connection to GMG OpenColor, users benefit from the patented and award-winning profiling technology based on spectral measurement data.

**GMG ColorServer Multicolor** primarily addresses users in the packaging industry. Digital printing is becoming increasingly important here. Instead of using spot colors, brand colors must now be displayed with a fixed ink set. "To achieve consistent results across all processes – digital and conventional – there is no way around GMG ColorServer Multicolor," explains Peter Schoeffler. “Jobs can now print on any press available, delivering welcome flexibility in the pressroom. And Multicolor creates opportunities: achieving increased vibrancy in images or accurately matching brand colors.” In addition to qualitative aspects, GMG also underlines the economic benefits of the new generation GMG ColorServer. GMG promises to contribute significantly to increase the capacity of digital printing presses with GMG ColorServer and to define the future of the entire industry with Multicolor.

GMG has created a website specifically for the future topic of Multicolor: [multicolor.gmgcolor.com](file:///%5C%5Cint.gmgcolor.com%5Cgmg%5CMarketing%5CMarketing_new%5C03%20Communication%5CPress%20Releases%5C2020%5C2020-06%20OpenColor%202.4%5Cwww.multicolor.gmgcolor.com). Interested parties will find information and can register for a Multicolor webinar free of charge.

Further information on GMG ColorServer can be found at [www.gmgcolor.com/products/colorserver](https://gmgcolor.com/products/colorserver/) and via the following e-mail address: info@gmgcolor.com.

**End**

**About GMG:** GMG is a leading developer and provider of high-quality color management software solutions. The company was founded in 1984 in Tübingen. With more than 35 years of experience in the graphics industry, the GMG brand is a guarantee of high-quality solutions across the field of color. GMG has focused on delivering complete solutions for the standardization and simplification of color management workflows to achieve consistent colors on all media and in every print process. Today more than 12,000 systems are in use worldwide. These customers come from a wide range of branches of industry and areas of application. They include, among others, advertising agencies, pre-press firms, offset, flexo, packaging, digital and large format printing presses, as well as intaglio printing companies. GMG is represented by branch offices and dealers worldwide.



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