



GoLive CyberStudio



In the world of electronic commerce, color accuracy can make the difference between a satisfied customer and a product return. In fact, most online catalog returns are due to false color expectations.

GoLive CyberStudio 3.1 is the first web editor to support Apple ColorSync. With CyberStudio, designers can preview and use images with embedded ColorSync profiles. The result: Consumers who use a browser that supports ColorSync (such as Microsoft Internet Explorer 4.01) will see product colors as intended by the web designer and the online retailer.

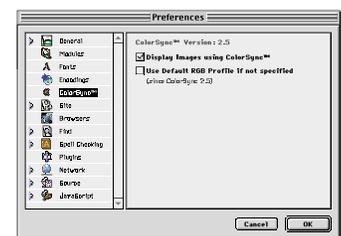
The benefits: More satisfied online customers. Fewer product returns. Less aggravation all around.

Bringing Color Accuracy to the Web



Without ColorSync

The color-adjusted image is displayed below in an application that doesn't support ColorSync. Notice how much brighter it looks than the images on the left. The application does not display color consistently because it does not recognize the ColorSync profile.



How to Start

To make sure CyberStudio 3.1 acknowledges profiles, you must have ColorSync turned on. Go to the Edit menu and select Preferences. In the Preferences window select the ColorSync icon. Check the box that says Display Images using ColorSync. To see the name of the ColorSync profile used to display the image correctly, simply select the image and look in the Embedded text field of the Image Inspector.

That's all there is to it. Now when you display images with ColorSync profiles, you'll get the color quality you expect.

To find out more about e-commerce solutions from GoLive, visit www.golive.com.



With ColorSync

When this shirt photograph (left) was scanned, a ColorSync profile describing the scanner was embedded into the resulting digital image. The image was then adjusted in Photoshop 5 (see *ColorSync and Photoshop* article) to match the color of the original. The CyberStudio window (above) accurately displays the color because it recognizes ColorSync profiles.

