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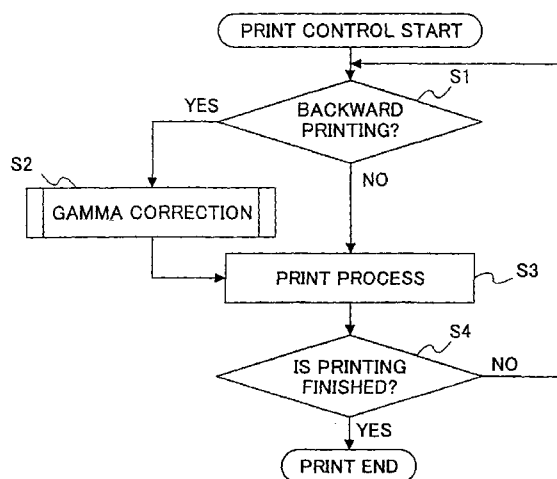
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(54) Title: METHOD FOR CORRECTING COLOR DIFFERENCE IN BI-DIRECTIONAL PRINTING, PRINTING APPARATUS, PROGRAM, AND STORING MEDIUM



(57) Abstract: ABSTRACT A printing apparatus and a method for correcting a difference in a color between a forward printing and a backward printing, by performing gamma correction parameter switching between a gamma correction parameter for the forward printing and a gamma correction parameter for the backward printing. A first chromaticity reproduced by the forward printing, and a second chromaticity reproduced by the backward printing are plotted in a chromaticity space. A correction coefficient is calculated based on a difference in an angle made by a first line and a second line in the chromaticity space. The first line is drawn on a point of the first chromaticity and an origin of axes of the chromaticity space, and the second line is drawn on a point of the second chromaticity and the origin of the axes of the chromaticity space. The first gamma correction parameter for the forward printing is multiplied by the calculated correction parameter so as to create the second gamma correction parameter used in processing image data for the backward printing.



WO 03/078169 A1