

ABSTRACT

A printer is permitted to obtain printed matter of high picture quality from print data transferred in the state changed into 1 bit for the purpose of shortening data transfer time. A multi-value conversion unit (23) converts CMYK respective 1 bit binary data from an expansion unit (22) into multi-valued data. The multi-value conversion unit sets values that a remarked pixel should take, which corresponds to circumstances of surrounding pixels, in a table where two gradation data (0, 1) of the remarked pixel and two gradation data of pixels around the remarked pixel, e.g., upper and lower, left and right and oblique eight pixels are assigned to respective digits of binary number of eight figures are taken as parameter to make reference to this table to thereby convert two gradation data into multi-valued data.



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