

Measuring brightness...

The three most commonly used scales today...

- TAPPI - original standard, most common
 - indoor lighting plus some filtered daylight (tinted windows)
 - low UV content
 - Because of its lower UV content, it yields the lowest brightness reading
- ISO - European standard
 - indoor light plus some unfiltered daylight (untinted windows)
 - medium UV content
 - This scale produces a number that is higher than TAPPI but lower than D65
- D65 - also a European standard, use has been uncommon until recently
 - outdoor lighting (sunshine)
 - maximum UV content
 - Provides the highest brightness readings with numbers that can easily exceed 100%.
 - May not provide the most realistic assessment of brightness, because papers are rarely viewed outdoors. TAPPI and ISO provide a better assessment.

What varies from scale to scale?

Light source and the UV Energy in the light source!

Brightness Comparisons

Sample	Advertised Brightness	TAPPI Brightness	ISO Brightness	D65 Brightness
First Choice	96	96.1	100.0	112.9
Xerox Premium Ink Jet Bright White Paper	113+	95.6	99.2	111.3
Hammermill Jet Print	106	94.8	98.5	111.6
Hammermill Color Copy	96	97.0	99.1	111.7
Domtar Microprint Ink Jet	94	93.5	96.4	108.2

* Results were obtained from internal testing performed in Fort Mill, SC..