

A Review of the Architectural Digest Innovative Quality Project

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During the past year, Architectural Digest has been using computerized measuring technology. The goal of the publication has been to make each issue better than the one before. With each improvement, it has been increasingly difficult to find ways to make another.

Measuring seemed like a way to push quality requirements farther. Computerized measuring technology held the promise of making the measuring process cost effective. With the power of the computer to grasp, remember, and report on color measurements, AD reasoned that finer and finer levels of quality would be possible.

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