

ABC Photocolour Introduces the Kodak ProShots System

At a recent PPABC Zone meeting held on August 25, 2003 ABC Photocolour introduced the Kodak ProShots System to our professional photographers. The *Kodak ProShots* system, from Eastman Kodak Company, digitally connects our lab with the photographer, and the photographer with the client. Photographers who shoot film simply send in their rolls to be scanned. Photographers who use digital cameras can import their image files into the system very easily. Transferring, displaying and selecting photographs is much simpler compared with handling and reviewing stacks of photo proofs and organizing film negatives. The instructions for choice, treatment, cropping, size and number of photographs are transmitted via the Internet. Anyone with the web site password can view and order photographs.

Advantages to you.

- *Simpler than ever:* The Kodak ProShots studio software suite and web site are now easier-to-use.
- *Increase in-studio sales:* with exciting sales presentations, new products and services and client involvement in designing albums. Studios report average in-studio sales increases of 20%.
- *Sell images online:* To grow your sales and client base. Studios report average sales increases of 10% from selling online.
- *Streamline production:* Eliminate manual tasks such as carding negatives and completing order forms. Use the album design "wizard" for quick, easy album design.
- *Shoot film or digital:* Get the benefits of a digital workflow whether you shoot with film, digital cameras, or both.
- *Cheaper than printing your own:* with the cost of materials and the time and labor involved in making a print, the Kodak ProShots studio software suite will streamline your workflow making it more cost effective to out-lab your work.

ProShots is an excellent addition to the wide range of services offered by ABC and helps bridge the gap between optical and digital workflow providing a more gradual transition into a studio digital workflow.



Kodak Digital Analyzer Workstation

Kodak Professional Digital Analyzer Workstation (KPDAW)

The Kodak Professional Digital Analyzer Workstation is a new addition to our digital workflow providing the capability to accurately "soft-proof" all your digital files before they are output. The Digital Analyzer provides the versatility to inspect and easily adjust density, RGB, contrast and saturation parameters storing the values in our database without physically applying the changes until the image is rendered to a file or printer.

With the Digital Analyzer we will shorten lead times and turnarounds, get more accurate first-time yields, reduce wasted materials and machine time, cut labor costs and as a result driving up productivity which will result in savings that will be passed on to you.

New ABC Photocolour Website

To better serve you, ABC Photocolour is pleased to announce the launch of our completely redesigned website providing increased functionality as well a complete listing of all products and services available to our consumer and professional clients.



New ProShots Digital Print Price Same As Machine Print

As an incentive to learn and adjust to the new ProShots System and workflow, ABC has reduced the prices for ProShots prints to match our traditional print prices.

New Scanning Services

ABC continues to provide the latest technology available to our clients with the introduction of our new line of scanning services. The following tables show the scanning resolutions as well as potential print sizes that can be made for the available negative or transparency sizes.

Kodak Photo CD

The Kodak Photo CD file format on Photo CD discs stores each image at multiple levels of resolution.

			Resolution	File Size (Mb)	Size
LOW	120	6 X 4.5	768 X 1024	2.3	5 X 7
	120	6 X 6	1024 X 1024	3	7 X 7
	120	6 X 7	1024 X 1195	3.5	7 X 8
	120	6 X 9	1024 X 1536	4.5	7 X 10
	35mm	35mm	1024 X 1536	4.5	7 X 10
	4 X 5	4 X 5	1024 X 1280	3.8	7 X 9
MEDIUM	120	6 X 4.5	1536 X 2048	9	10 X 14
	120	6 X 6	2048 X 2048	12	14 X 14
	120	6 X 7	2048 X 2390	14	14 X 16
	120	6 X 9	2048 X 3072	18	14 X 20
	35mm	35mm	2048 X 3072	18	14 X 20
	4 X 5	4 X 5	2048 X 2560	15	14 X 17
HIGH	120	6 X 4.5	3072 X 4096	36	20 X 27
	120	6 X 6	4096 X 4096	48	27 X 27
	120	6 X 7	4096 X 4778	56	27 X 32
	120	6 X 9	4096 X 6144	72	27 X 41
	35mm	35mm	4096 X 6144	72	27 X 41
	4 X 5	4 X 5	4096 X 5120	60	27 X 34

Noritsu 3101

The Noritsu 3101 provides superior quality images using the Digital Ice technology, eliminating surface scratches and the need to spot your digital images.

			Resolution	File Size (Mb)	Size
LOW	120	6 X 4.5	768 X 1024	2.3	5 X 7
	120	6 X 6	1024 X 1024	3	7 X 7
	120	6 X 7	1024 X 1195	3.5	7 X 8
	120	6 X 9	1024 X 1536	4.5	7 X 10
	35mm	35mm	1024 X 1536	4.5	7 X 10
	4 X 5	4 X 5	N/A		
MEDIUM	120	6 X 4.5	1536 X 2048	9	10 X 14
	120	6 X 6	2048 X 2048	12	14 X 14
	120	6 X 7	2048 X 2390	14	14 X 16
	120	6 X 9	2048 X 3072	18	14 X 20
	35mm	35mm	2048 X 3072	18	14 X 20
	4 X 5	4 X 5	N/A		
HIGH	120	6 X 4.5	3398 X 4530	44	23 X 30
	120	6 X 6	4530 X 4530	58.7	30 X 30
	120	6 X 7	4530 X 5285	68.5	30 X 35
	120	6 X 9	4530 X 6495	84.2	30 X 43
	35mm	35mm	4530 X 6495	84.2	30 X 43
	4 X 5	4 X 5	N/A		

Kodak Professional HR500

The Kodak Professional HR500 provides superior quality images using the Digital Ice technology, eliminating surface scratches and the need to spot your digital images.

			Resolution	File Size (Mb)	Size
LOW	120	6 X 4.5	1030 X 1420	4.2	7 X 9
	120	6 X 6	1402 X 1402	5.6	9 X 9
	120	6 X 7	1414 X 1644	6.7	9 X 11
	120	6 X 9	1288 X 1898	7	9 X 13
	35mm	35mm	1004 X 1500	4.3	7 X 10
	4 X 5	4 X 5	N/A		
MEDIUM	120	6 X 4.5	2154 X 3148	19.4	14 X 21
	120	6 X 6	2804 X 2804	22.5	19 X 19
	120	6 X 7	2828 X 3288	26.6	19 X 22
	120	6 X 9	2576 X 3798	28	17 X 25
	35mm	35mm	2008 X 3002	17.2	13 X 20
	4 X 5	4 X 5	N/A		
HIGH	120	6 X 4.5	3971 X 5806	66	26 X 39
	120	6 X 6	5610 X 5610	90	37 X 37
	120	6 X 7	5658 X 6578	106.5	38 X 44
	120	6 X 9	5152 X 7596	112	34 X 51
	35mm	35mm	4016 X 6004	69	27 X 40
	4 X 5	4 X 5	N/A		

For pricing or more in depth information regarding our scanning services please contact our digital department who will be able to assist you with any questions you may have.

2K Photo CD Roll Transfers Discontinued

We will no longer offer 35mm roll transfers to Kodak ProPhoto CDs. Kodak discontinued this technology a few years ago as well as cutting all support and parts forcing us to discontinue this service. 2K single item scans are still available at this time but our 2K ABC CD scans are an alternative for those individuals who wish to have their entire roll scanned. These scans are done on our Noritsu 3101 with Digital Ice, a technology that removes surface scratches as well as eliminates dust particles from appearing on the finished scanned images.

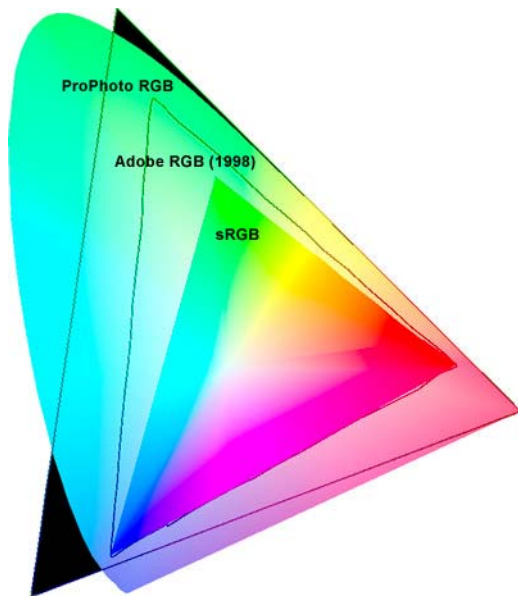
For individuals with multiple rolls from an event, we are offering a new scanning service performed on our new Kodak HR500 film scanner. Your film from the event will be spliced together in one roll and scanned to CD.

ABC Photocolour

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For our latest news and offerings, please refer to the news & specials section on our website. Check back regularly as we will be posting up monthly promotions and specials. Feel free to email us with any inquiries you may have at info@abcphoto.com.

Colour Management and Colour Spaces



Chromaticity Diagram indicating the differences between the sRGB, Adobe RGB (1998) and ProPhoto RGB colour spaces.

Choosing a correct RGB working space is important if you are going to be colour correcting your own images because images are edited in a device-independent colour space, not limited by the colour gamut of your monitor.

Adobe PhotoShop is set by default to the sRGB colour space. As you can see from Figure 1, sRGB is considerably smaller than that of Adobe RGB which itself is smaller than that of Kodak ProPhoto RGB. The difference in size has major implications in the way images are captured and processed.

sRGB

sRGB is a colour space standard that consumer devices can standardize to. From Figure 1, it is apparent that the sRGB colour space clips a large portion of the cyan-green part of the spectrum therefore failing to reproduce photos with pure cyans. If opening an image from a camera or scanner without a profile attached, you can safely assume that the missing profile is sRGB. sRGB also aims to match the colour gamut of a 2.2 gamma PC monitor.

Adobe RGB (1998)

Adobe RGB (1998) is a good all-round choice for RGB users as it is large enough to encompass the gamut of most CMYK printing processes. Within each channel, the 256 levels are distributed in a way that closely resembles that of the output colour space.

Kodak ProPhoto RGB

Kodak ProPhoto RGB is a very large colour space that encompasses most of the range of human colour vision as well as containing some blue and green primaries that exists outside of our range. In scanning and archiving in 48 bit RGB files, ProPhoto RGB provides a huge colour gamut. But with 24 bit RGB files there is banding caused by compressing the huge range of colours into 256 levels per channel.

Monitor Calibration and Profiling

Before a monitor can be profiled or characterized it must first be calibrated to bring that given device into a standardized state. The advantages of a calibrated monitor are that the monitor will more accurately display an image ensuring accurate and consistent colour throughout the digital workflow. Monitor profiling packages such as the MonacoOPTIX solution from Monaco Systems are examples of packages that include their own colorimeter. X-Rite also manufactures an extensive line of calibration devices including colorimeters and spectrophotometers.

The first step in monitor calibration is choosing the right colour temperature for your monitor. Most PC monitors are set by default to 9300°K producing a bluish tint. The next standard is 5000°K which is the colour of lights in an art gallery and closest approximates the temperature of sunlight. On most PC monitors this results in images with a warm yellowish cast but may be a viable choice on some MAC monitors. A better choice would be 6500°K as most monitors reach their brightness levels at this temperature. As with most colour interpretation, the choice of colour temperature is one which you can experiment with to see what best suits you.

The next step in the process is the selection of a proper gamma setting. For most print applications the recommended gamma is 1.8 while 2.2 is recommended for web published images. Most calibration packages will take over from here after you set your colour temperature and provide the gamma setting.

ProShots Important Notes

When installing the ProShots Studio Software, it is important that you setup your ProShots Colour Setup. The Colour Setup determines the colour space of the files imported into ProShots and the ICC profile that is attached with your files that are transmitted with your order information when you send in your orders via the internet or on removable media.

When naming files for ProShots Studio Software, please avoid naming files containing the following characters as they pose a problem when processed through the ProShots System:

~	tilde
,	comma
&	ampersand
*	asterix
=	equal sign
<>	less and greater than signs
()	left and right parentheses
	vertical line
^	circumflex accent
?	question mark
''	single quotation mark or apostrophe
""	double quotation mark

For all users of our ProShots System, please install the most up to date lab catalog as it will contain the most current product offerings as well as pricing. Refer to the ProShots section on our website under downloads or contact us at 604-736-7017 ext.638 if you need further assistance.