

Direct Output Prints from file

This print is a direct output from your supplied file. The file must be set up to the correct size and specifications for the output required. No alterations will be made to the file whatsoever, no colour corrections, no dust spotting, no density or contrast changes. No remakes will be accepted for direct output prints. Please ensure your monitor is calibrated to our output – please see the MONITOR CALIBRATION information provided.

:: Direct Output File Set-up Requirements

For direct output from your files, please set-up at 200dpi. If your direct output print size does not appear in our price list, please enlarge your canvas size to the next size up. For example, if your print size is 20x27” you must size your canvas to 20x30” and request a 20x30” print on your order bag.

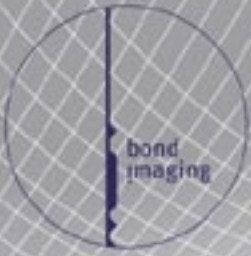
:: Direct Output – Naming of Files

Please separate your files into folders based on their size, i.e all 8x10” prints in a folder named 8x10.

:: DURST LAMBDA DIGITAL PRINTER

– Up to 50” wide by any length or 1270mm wide by any length

Paper & Film Surface:	Lustre (E Surface), Gloss (F Surface), True B&W Sheen, Titan Metallic, Ilfoflex
File Formats:	RBG JPEG (preferred) Compressed baseline Standard 12 (preferred) OR RGB uncompressed TIFF No LZW compression, no channels or paths
Media Accepted:	100MB Zip, CD-Rom, DVD, Photo CD, Compact Flash Card, Smart Media, Memory Stick, Memory Stick Pro, Multimedia Card, SD Card & XD Card
Output resolution:	Please supply at 200 dpi or 400 dpi if files contain text
Document or Image Size:	100% of output size
Output size:	Maximum output size for the Lambda is 50” x any length (127cm x any length). Sizes exceeding the maximum paper width are automatically exposed in sections. Or one piece larger prints are available via optical printing up to 72x315” (183x800cm)
Colour Profile:	PLEASE SPECIFY YOUR COLOUR PROFILE WHEN ORDERING Your options are: SRGB, Adobe '98 or Pro Photo If you prefer to use a different profile, please make sure it is embedded



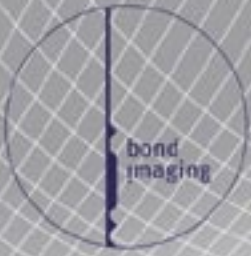
Album Prints from file

Your file is checked, colour corrected, spotted and/or colour matched to your proof by our professional technicians before printing commences to ensure your album or display print quality requirements are met.

DURST LAMBDA DIGITAL PRINTER

– up to 50” wide by any length or 1270mm wide by any length

Paper & Film Surface:	Lustre (E Surface), Gloss (F Surface), True B&W Sheen, Titan Metallic, Ilfoflex, Backlit Duratran
File Formats:	RGB uncompressed TIFF No LZW compression, no channels or paths OR RBG JPEG (preferred) Compressed baseline Standard 12 (preferred)
Media Accepted:	100MB Zip, CD-Rom, DVD, Photo CD, Compact Flash Card, Smart Media, Memory Stick, Memory Stick Pro, Multimedia Card, SD Card & XD Card
Output resolution:	Please supply at 200 dpi or 400 dpi if files contain text
Document or Image Size:	100% of output size
Output size:	Maximum output size for the Lambda is 50” x any length (127cm x any length). Sizes exceeding the maximum paper width are automatically exposed in sections. Or one piece larger prints are available via optical printing up to 72x315” (183x800cm)
Colour Profile:	PLEASE SPECIFY YOUR COLOUR PROFILE WHEN ORDERING Your options are: SRGB, Adobe '98 or Pro Photo If you prefer to use a different profile, please make sure it is embedded



Commercial Prints from file

This is a premium service for display and exhibition prints. All files are sized, colour corrected, matched to your proof (as closely as possible) and set up for optimum printing capability. For large prints and murals, an approval print is produced for sign off on the paper of your choice. Global colour and density corrections can be made at your request. Commercial prints are available on the Durst Lambda and the Kodak Pegasus – please see the specifications below for file setup and paper surfaces available. Remember to provide a proof for colour matching to ensure a close representation.

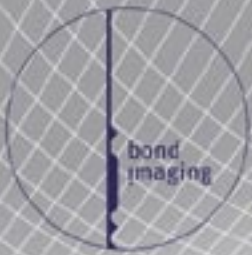
PEGASUS LED DIGITAL PRINTER – up to 20x32” or 510x820mm

Paper Surface:	Lustre (E Surface)
File Formats:	Photoshop RGB JPEG Compressed baseline Standard 12 (preferred) OR Photoshop RGB uncompressed TIFF No LZW compression, no channels or paths
Media accepted:	100MB Zip, CD-Rom, DVD, Photo CD, Compact Flash Card, Smart Media, Memory Stick, Memory Stick Pro, Multimedia Card, SD Card & XD Card
Output resolution:	Images must be sized at 250 dpi
Size:	100% i.e. same size as output required
Output size:	Maximum output size for the Pegasus LED is 20x32” (51x82cm), larger prints are available via the Durst Lambda Digital Printer
Colour Profile:	PLEASE ENSURE YOUR COLOUR PROFILE IS EMBEDDED Your options are: SRGB, Adobe 1998, Pro Photo. No printing will take place without an embedded colour profile.

DURST LAMBDA DIGITAL PRINTER

– up to 50” wide by any length or 1270mm wide by any length

Paper & Film Surface:	Lustre (E Surface), Gloss (F Surface), True B&W Sheen, Titan Metallic, Ilfoflex, Backlit Duratran and Duraclear
File Formats:	Photoshop RGB uncompressed TIFF (preferred) No LZW compression, no channels or paths OR Photoshop RGB JPEG Compressed baseline Standard 12 (preferred) Photoshop, Quark Xpress, Illustrator, Illustrator EPS. If text is used, please create outlines. All screen and printer fonts need to be supplied.
Media Accepted:	100MB Zip, CD-Rom, Photo CD and DVD
Output resolution:	Images printed at 200 dpi or 400 dpi if text files
Document or Image Size:	No less than 50% of final output size, 100% preferred
Output size:	Maximum output size for the Lambda is 50” x any length (127cm x any length). Sizes exceeding the maximum paper width are automatically exposed in sections. Or one piece larger prints are available via optical printing up to 72x315” (183x800cm)
Colour Profile:	PLEASE ENSURE YOUR COLOUR PROFILE IS EMBEDDED
Your options are:	SRGB, Adobe 1998, Pro Photo. No printing will take place without an embedded colour profile. Files supplied on media or via e-mail must be supported with a layout; if no layout is supplied
Note:	we take no responsibility for any discrepancies in the final print.



Monitor Calibration

It is essential for direct output that you calibrate your monitor. Please request your calibration CD, to get you up and running, through W&P customer service.

Manual monitor calibration procedure WINDOWS PC

1.	Using the physical controls on your monitor set your white point temperature to 6500 degrees Kelvin.
2.	Open the calibration CD run the Setup.exe file inside the CMM folder to install the Kodak colour management module.
3.	Open the "Colour Settings.pdf"
4.	Match your Photoshop colour settings to those as specified in the Colour Settings.pdf
5.	Open "Calibration.jpg" in Photoshop
6.	Open "Adobe Gamma" from your control Panels folder and follow the "wizard"
7.	Once the wizard has finished, unselect "use single gamma" and adjust the separate RGB controls until the hard copies of the prints, match the corresponding images on the screen
8.	Save the calibration as "BondCal" followed by the date e.g. "BondCal310505"
Double check that the hard copies of the prints match those on the screen, and repeat steps 6 through 9 if necessary.	

Manual monitor calibration procedure MAC OS X

1.	Using the physical controls on your monitor set your white point temperature to 6500 degrees Kelvin.
2.	In Photoshop, open the "Colour Settings.psd"
3.	Match your Photoshop colour settings to those as specified in the Colour Settings.psd
4.	Open "Calibration.jpg" in Photoshop
5.	Download "SuperCal" by Berg Design - http://www.bergdesign.com/supercal/
6.	Follow the steps in SuperCal to calibrate your monitor
7.	Once calibration is complete, open "calibration.jpg" from the CD, and check the supplied print against the screen.



File Size Guides

True 1:1 optical scanning resolutions for Lambda/Pegasus/Durst Rho/Zund & Repro Scans

Size	Size	Mega- bytes at 200dpi - Lambda	Megabytes at 250dpi - Peg- asus	Megabytes at 100dpi – Durst Rho & Zund CMYK	Megabytes at 300dpi – Repro Scans
6x4"	100x150mm	2.75	4.30	682.2k	6.19
5x7"	130x180mm	4.01	6.26	1.04	9.02
A5 5.8x8.2"	148x210mm	5.50	8.62	1.85	12.40
8x10"	200x250mm	9.16	14.40	2.22	20.60
A4 8.2x11.7"	210x297mm	11.10	17.30	3.69	24.90
10x12"	250x300mm	13.80	21.50	3.32	30.90
11x14"	280x360mm	17.70	27.50	4.47	39.70
A3 11.7x16.5"	297x420mm	22.10	34.60	7.38	49.80
12x16"	300x410mm	22.00	34.40	5.45	49.50
16x20"	410x510mm	36.70	57.30	9.27	82.40
A2 16.5x23.4"	420x594mm	44.30	69.10	14.80	99.60
20x24"	510x610mm	55.00	85.90	13.80	123.60
20x30"	510x760mm	68.07	107.30	17.20	154.50
24x30"	610x760mm	82.40		20.60	185.40
A1 23.4x33.1"	594x841mm	88.00		22.20	197.90
24x36"	610x910mm	98.50		32.80	221.60
30x40"	760x1020mm	137.40		34.40	309.00
A0 33.1x46.8"	841x1189mm	177.40		59.10	399.10
36x48"	910x1220mm	197.80		49.20	445.00
40x50"	1020x1270mm	228.90		57.40	515.00
40x60"	1020x1520mm	274.70		68.80	618.00
40x72"	1020x1830mm	329.20		82.80	741.60
50x60"	1270x1520mm	343.40		85.60	772.50
50x72"	1270x1830mm	412.00		101.40	972.00

Film Recording from file

How to set up your files:

24bit RGB uncompressed TIFF file at 1:1 of output size (eg. For 35mm = 3:2 i.e 24x36mm) at 1000dpi

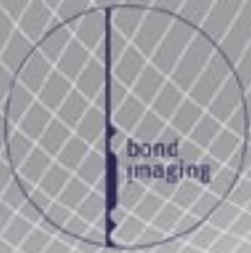
note: mounted slides have a visual area of 23x35mm.

Digital files for film recording must be supplied as RGB TIFF files.

Optimum results are obtained at maximum resolution (1000dpi). Files must NOT contain paths or alpha channels (masks) and no file compression is to be used.

For best results, very little unsharp masking should be applied to images supplied for film recording.

Format	Pixel Dimensions	Size
35mm	945x1417	3.83mb
6x4.5	2362x1772	12mb
6x6	2362x2362	16mb
6x7	2362x2756	18.6mb
6x9	2362x3543	23.9mb
4x5"	3937x5118	57.7mb
8x10"	7874x9843	221.7mb



Scanning

Kodak Photo CD Scanning

Kodak Photo CD offers a convenient and cost effective method for scanning and storing high quality “digital negatives”.

Photo CD images are available in up to 6 resolutions for use in a wide variety of media. All film formats between 35mm and 5x4” are supported using two types of Photo CD: Master & Pro Photo CD.

Photo CD Master Disc: supports 5 resolutions from Base/16 to 16 Base. only 35mm images can be scanned onto the Master disc holds up to 100 images stored at 4.5mb approx. can't be overwritten

Pro Photo CD: supports all 6 resolutions and any combination of film formats from 35mm to 5x4”. holds up to 100 images stored at 4.5mb approx. cannot be overwritten.

The six named resolutions available with Kodak Photo CD are designed to meet the requirements of a wide range of print and media applications.

Name	File Size	Resolution	Application
Base/16	74kb	128x192	Small thumbnail
Base/4	295kb	256x384	Thumbnail
Base	1.2mb	512x768	PAL Television resolution
4 Base	4.7mb	1024x1536	HDTV Television resolution
16 Base	18mb	2048x3072	Suitable for 5x7” up to 11x14” print reproduction
64 Base	72mb	4096x6144	High quality print and photographic reproduction up to 20x32”/51x82cm

How to open your Photo CD scans

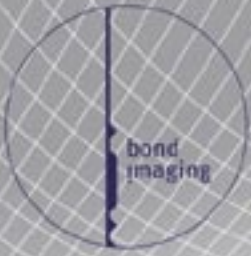
Windows & Mac

1. insert the Photo CD into your CD-ROM drive
2. through Photoshop, choose FILE OPEN
3. locate the PHOTO CD icon and double click
4. double click PHOTO-CD folder
5. double click IMAGES folder
6. choose the appropriate image number and click OPEN
7. the Kodak PCD Format window appears
8. click PIXEL SIZE button and choose the appropriate file size (see table above)
9. click on the PROFILE button and choose the appropriate profile
(see source profiles in table below)
10. click on the RESOLUTION button and choose the appropriate resolution, 200ppi is the output resolution for the Durst Lambda, and 250ppi is the output resolution for Pegasus
11. click on the COLOUR SPACE button and choose the RGB 8 Bits/Channel
12. click OK and your image opens

By selecting a Source & Destination you have profiled the image. There is no need to do any additional profile or profile conversion when opening an image from the Photo CD.

Source Profiles

Pro Scans	Master Scans
pcd4050e-6 V3.4 (for scans from Ektachrome or Fujichrome originals)	pcdekycc (for scans from Ektachrome or Fujichrome originals)
pcd4050k-14 V3.4 (for scans from Kodachrome originals)	pcdooycc (for scans from Kodachrome originals)
pcdcnycc (for scans from negatives)	pcdnycc (for scans from negatives)



Size Conversion

International Paper Sizes

A0	1189x841mm	B0	1414x1000mm
A1	841x594mm	B1	1000x707mm
A2	594x420mm	B2	707x500mm
A3	420x297mm	B3	500x353mm
A4	297x210mm	B4	353x250mm
A5	210x148mm	B5	250x176mm

Metric Conversion Table

Cm's	Inches	Cm's	Inches
2.5	1	58.4	23
5.1	2	61.0	24
7.6	3	63.5	25
10.2	4	66.0	26
12.7	5	68.5	27
15.2	6	71.1	28
17.8	7	73.6	29
20.3	8	76.2	30
22.8	9	88.9	35
25.4	10	101.6	40
27.9	11	114.3	45
30.5	12	127.0	50
33.0	13	139.7	55
35.6	14	152.4	60
38.1	15	165.1	65
40.6	16	177.8	70
43.2	17	190.5	75
45.7	18	203.2	80
48.3	19	215.9	85
50.8	20	228.6	90
53.3	21	241.3	95
55.9	22	254.0	100