

AutumnColor™ Digital Imaging

The Fine Art and Digital Imaging Lab



Dedicated to the special needs of fine artists.

*Dedicated to developing technologies for making the
finest and most permanent prints.*

*Dedicated to working in partnership with you to realize
the full potential of every image.*

PRICE LIST AND SERVICE INFORMATION

We Are 100% Digital

All the limitations inherent in inter-negatives, enlarging lenses, negative retouching, etc. are eliminated. Our scanners capture all the sharpness and shadow detail of the original and our digital systems permit corrections of virtually any kind. (For example, you can increase color saturation without increasing contrast or decrease contrast without decreasing saturation—something that is impossible in the darkroom.)

Achieving the Best Print

Our printing systems are closed-loop calibrated. This means that scans of transparencies will produce accurate color on a calibrated monitor, and the very first print will match the scan. (We accomplish this by measuring, with a spectrophotometer, over 700 color patches on special calibration prints and using this information to calibrate our printing systems.) The benefit is that no time needs to be spent in basic color correction, gray balance, and contrast, and maximum effort can be put into optimizing the digital file for the best print.

Reducing Cost

We reduce cost by calibrating our digital systems so that, with all our printing processes, effort can be concentrated on optimizing the digital file for the best print.

Our Luminage™ Direct-Digital Process offers among the lowest cost per print of any high quality color process, because no negative is used and because the high-intensity laser system can expose a 48 " x 96 " print in just six minutes. At the same time, resolution, color quality and freedom from digital artifacts are exceptional. Also, set up cost is low so that as few as one or two prints can be made cost effectively, reducing the need for a large print inventory.

Viewing, Color Matching and Aesthetic Decisions

We set our monitors to 5000°K color temperature. We view our prints under 3200 K halogen lights at an intensity of about 1500 lux, as is typical of good gallery lighting. If your prints are to be viewed under different conditions, please tell us. Study the proofs carefully and always under the same conditions of light quality and intensity.

Consult with our staff. We have decades of experience making, printing and selling fine art photographs. We will help you find the optimum combination of contrast, saturation and color that fully realizes the potential of your original.

The Highest -Quality Digital Printing Processes Available Today

We have invested in developing our own versions of printing technologies, color management and digital work flow.

The Luminage™ Direct-Digital Printing Process incorporates three new areas of technology: extended-life chromogenic printing papers; high-resolution primary color laser exposure; and custom closed-loop color management. The result is a combination of color quality and accuracy, print longevity, resolution and cost that we believe cannot be matched by any other process.

Fully Implemented Color Management Extended to Your Lab

We have applied a complete closed-loop color management system to all our digital work. This means that if you choose to do your own digital color correction or if you are a digital artist or photographer, we can help you calibrate your monitors and proofing printers to match our scans and printer output. We can even help you calibrate your files to an offset printing press.

The Calibrated Scan for all Printing Processes Including Offset

Through our own customized color calibration system and work flow, we utilize the same digital file to print with every process we offer. This means you can switch processes or papers, even to printing processes we offer years from now, without sacrificing your investment in scanning, retouching and color correction. And, with our color management system, you can use the same file to print on offset presses and maintain color matching.

Also, the need for color correction is minimized by our color management system when scanning from transparencies, leading to lower cost and improved color. The scans are calibrated by our color management system to be faithful to the transparency.

Finishing, Mounting, & Matting

We offer complete mounting, matting, laminating and finishing services for prints up to 50" x 50" for both fine art and commercial applications.

Limit Of Liability

Submitting any film, print, slide, artwork or negative to this lab for processing, printing or other handling constitutes an AGREEMENT by you that any damage or loss by our company, subsidiary or agents, even due to the negligence or other fault of our company, subsidiary or agents will only entitle you to replacement with like amount of unexposed film and processing. Except for such replacement, the acceptance by our company, subsidiary and/or agents of the film, print, slide, artwork, or negative is without other warranty or liability, and recovery for any incidental or consequential damages is excluded. The prices in this list replace any and all previous price lists and are subject to change without notice. AutumnColor Digital Imaging is not responsible for orders or original materials left over 30 days.

Luminage Reprints and Prints from Digital Files

Prices are for prints made from RGB digital files, either your own or those we have made for you previously. Color will accurately match that seen on a calibrated digital monitor. Scanning, retouching and color correction are extra. RGB digital files are assumed to be "pre-flighted," that is AutumnColor ICC printer profile applied, resolution, cropping, etc. are correct.

Pre-flighting a digital file is an additional 65¢ per megabyte.

1-10 Prints (each)		1-10 Prints (each)	
8x10	\$15.00	48x60	\$199.00
11x14	20.00	48x72	210.00
16x20	27.00	48x84	239.00
20x24	38.00	48x96	272.00
24x30	58.00	<i>Pricing is for "pre-flighted" files.</i> <ul style="list-style-type: none"> • ADI printer profile applied. • File sized to 80 ppc or 120 ppc. • Saved as an IBM formatted Tiff with no compression. • Burn to CD formatted as ISO 9660. • File must have a 2 pixel stroked (a line for trimming). 	
24x36	65.00		
32x40	94.00		
40x50	144.00		
49x50	179.00		

Luminage Prints from Original Transparencies, Negatives or Prints

Prices include drum scans, spotting (digital dust and scratch removal,) proof, file archiving, and a reference print stored at AutumnColor Digital Imaging this service includes one 11 "x 14 "print made incorporating your directions.

When additional prints are ordered, the prices from digital files apply.

We will customize our services, such as additional proofs or special digital work, to your needs. We will quote prices for your specific requirements.

One option that many artists find attractive is to do high-resolution scans suitable for prints up to 50 "x 50 "although only small prints are required immediately. This leaves the flexibility to make larger prints at any time in the future without the need to re-scan and color correct. Please call for prices.

Size	Cost
8x10	\$194.00
11x14	212.00
16x20	250.00
20x24	288.00
24x30	357.00
24x36	380.00
32x40	480.00
40x50	652.00
*Please call for pricing on larger prints.	

Scanning and Digital Services

Scans are made on Optronics Color-Getter® drum scanners with optical resolution up to 8000 dpi. The pulsed xenon light source and PMT light sensors yield exceptional shadow detail.

Originals 11 " x 14 " and smaller are fluid mounted to minimize the effect of scratches, abrasions and dust.

Sharpening is applied during color correction so that it can be adjusted to the requirements of each original. A calibration is applied to each digital file to eliminate the need for manual color correction for basic scan quality.

No automatic dust or scratch filters are used. Dust and scratches are digitally removed by examining the digital file at high magnification and cloning out defects.

When doing your own digital color correction you will find these scans superior to those done on desktop flat-bed scanners.

Negatives can be scanned as well as transparencies. Prints up to 11 " x 15 " can be scanned. Archiving is done to CD-ROM.

Complex color correction, addition of text, restoration and reconstruction is available at \$125.00 per hour.

Please call for quotations on multiple originals. By tailoring scan resolution to the particular job, considerable savings are often possible.

Files size	
Up to 25 mb	\$37.00
26 mb to 100 mb	52.00
100 mb to 200 mb	72.00
200 mb to 400 mb	112.00

Scan pricing includes:

- True 8 or 16 Bit native scanner RGB Data Capture.
- Removal of normal dust and scratches.
- Archive file into AutumnColor Digital Imaging archives
- Burn to CD for delivery.
- Scans are delivered in native scanner RGB color.
- Convert to color space of your choice Cie Lab, RGB or CMYK.
Note that all scanners are native RGB devices and a conversion is a generation away from the original.

Flush Mounting

	Art Board 4 ply	Foam Core 1/4	Gator 3/16	Gator 1/2	Sintra 3mm	Sintra 6mm
8 x 10	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
11 x 14	10.00	10.00	10.00	10.00	10.00	10.00
16 x 20	12.00	11.00	13.00	14.00	17.00	19.00
20 x 24	18.00	17.00	20.00	21.00	25.00	28.00
20 x 30	22.00	21.00	25.00	26.00	31.00	35.00
24 x 30	26.00	25.00	30.00	32.00	38.00	42.00
24 x 40	35.00	33.00	40.00	42.00	50.00	56.00
24 x 48	42.00	40.00	48.00	51.00	60.00	67.00
30 x 40	44.00	41.00	50.00	53.00	63.00	70.00
40 x 40	58.00	55.00	67.00	71.00	83.00	93.00
50 x 50	91.00	86.00	105.00	110.00	130.00	145.00
48 x 60	105.00	99.00	121.00	127.00	150.00	167.00

Trap / Float Mounting

	Art Board 4 ply	Foam Core 1/4	Gator 3/16	Gator 1/2	Sintra 3mm	Sintra 6mm
8 x 10	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
11 x 14	10.00	10.00	10.00	10.00	10.00	11.00
16 x 20	16.00	15.00	18.00	19.00	21.00	23.00
20 x 24	24.00	23.00	27.00	28.00	32.00	35.00
20 x 30	30.00	29.00	34.00	35.00	40.00	43.00
24 x 30	36.00	35.00	40.00	42.00	48.00	52.00
24 x 40	48.00	46.00	54.00	56.00	63.00	69.00
24 x 48	58.00	56.00	64.00	67.00	76.00	83.00
30 x 40	60.00	58.00	67.00	70.00	79.00	86.00
40 x 40	81.00	77.00	89.00	93.00	106.00	115.00
50 x 50	126.00	121.00	140.00	145.00	165.00	180.00
48 x 60	145.00	139.00	161.00	167.00	190.00	207.00

Additional Finishing Services

- Picture framing - both wood and metal.
- Image Fulfillment Services:
 You or your customer places an order directly with us and we take care of all the details (printing, mounting, matting, framing and delivery of final product.) We can also invoice your customer directly if you so desire.
- Portfolio service:
 Design and create a fine art portfolio that could consist of prints mounted on boards and placed in individual sleeves. We also can produce a portfolio box encased in fine linen as the final touch.

How to Work With Us

AutumnColor™ Digital Imaging is a fine art lab. Our focus is the quality of the print and the realization of your artistic vision. Both take time and considerable dedication. Our emphasis is on those printing technologies that make exceptional quality prints combined with the best light keeping qualities.

Our goal is to help you realize your vision. To that end we encourage you to set your thoughts down in writing as completely as possible when you send in your order.

Making a fine art print involves a number of steps of aesthetic judgement beyond the making of the original art. We will describe our customary approach. Where your situation is different please make us aware of the differences.

Original transparencies should be viewed on a 5000 K color temperature light box. However, keep in mind that a print that matches the transparency will look warmer when viewed under gallery lighting. (Note: transparency viewers that do not use high grade 5000 K lamps will not show colors accurately)

If your original is a transparency, you have to decide how closely you want the print to match. This can be misleading because we usually view transparencies with brighter illumination than is practical in the gallery prints. It is possible to match a transparency in most respects, but there are exceptions. The brightness range of a print size about 100:1; that of a transparency is about 1000:1. This means that if an important part of the image is in the deeper shadows, these will need to be lightened to be seen properly. This in turn means that the contrast between the shadows and the lighter parts of the image will be reduced. A great deal of the art of making a fine art print is in exactly how this contrast reduction is handled.

In the photographic darkroom, "opening the shadows" generally meant dodging the exposure while enlarging. With digital technology there is far more control and flexibility. Usually opening the shadows also means increasing the contrast of the dark parts of the image. This improves the visibility of shadow detail.

We try to provide superior services suitable for every artist. Generally, it takes some time to develop a relationship so that we understand your needs.

We have two objectives in working with you:

- Find out how you visualize the final print.
- Help you to see renderings you might not realize were possible.

Together this will allow us to arrive at a better print.

/he Changing Nature of Fine Art Color Printing

Color printing for the fine arts is changing more rapidly than ever before. New printing technologies appear regularly with improvements in color and resolution.

However, three technical problems remain at the center of any effort to offer improved color digital prints:

1. Limited print life on display
2. Low resolution, often exhibited in the form of digital artifacts (itself a consequence of the inability to control the color of each individual pixel).
3. Inability to match color from one process to another or to a monitor or proofing printer.

Print Life

With the Luminage™ process, we use new advanced chromogenic color printing papers made with color-couplers especially designed for extended print life.

Resolution

Our printing processes offer a true color resolution of over 16 million colors per pixel, without the need for dithering or other approximations to overcome the limitations of the printing process.

The Luminage™ Direct-Digital Print uses high resolution primary color lasers to expose chromogenic printing paper. These lasers achieve higher resolution than other digital enlargers and give an appearance of sharpness.

Color Management

We have spent the past four years developing a practical system of color management with three objectives:

1. That RGB digital files from our scanners accurately match the transparency when viewed on a calibrated monitor.
2. That prints made with our process match each other and match the digital file when viewed on a calibrated monitor.
3. That the same scans and digital files can also be used to print on other processes, including offset presses.

We have met these objectives, with the result that our color quality is exceptional, our scans require a minimum of color correction, and our files can be used for offset printing.

We now offer this color management as a calibration service to our clients so that they can obtain these same benefits in their own digital work flow.



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