

**DI**  
**RE**  
**CT**  
**OR**  
**Y**

OF  
PHOTOGRAPHIC  
AND DIGITAL  
IMAGING SERVICES

uphoto.com

**5005 Garrett Avenue**  
**Beltsville, MD 20705**  
**301-937-5510 800-362-5959**  
**contact@uphoto.com**

2010

Revised July 19, 2010

## Table of Contents

<b>General Information</b>	<b>3</b>
<b>Digital Setup &amp; Color Management Workflow</b>	<b>4</b>
<b>Performer Software &amp; Preview Gallery On-Line Store</b>	<b>5</b>
<b>RAW File Conversion &amp; Image Correction</b>	<b>6</b>
<b>Digital Candid Prints, Slim Line Greeting Cards</b>	<b>7</b>
<b>Event Package Printing</b>	<b>8</b>
<b>Die Cutting &amp; Print Packaging &amp; Photographic Business Cards</b>	<b>8</b>
<b>Digital Proofing Services</b>	<b>9</b>
<b>Digital Composite Pages &amp; Premira Albums</b>	<b>10</b>
<b>Chromira (large format), Professional and Quantity Digital Prints</b>	<b>11</b>
<b>Elite Canvas Gallery Wraps</b>	<b>12</b>
<b>Classic Canvas Digital Prints</b>	<b>13</b>
<b>Mounting and Finishing Services</b>	<b>14</b>
<b>Metal Framing Services</b>	<b>15</b>
<b>Wood Framing Services</b>	<b>16</b>
<b>Box and Specialty Framing</b>	<b>17</b>
<b>Personalized Photo Gifts</b>	<b>18</b>
<b>Giclée Fine Art Printing</b>	<b>19</b>
<b>Fine Art Studio Giclée Prints</b>	<b>20</b>
<b>Film Developing &amp; Proofing / Roll Film Scans</b>	<b>21</b>
<b>Scanning Services</b>	<b>22</b>
<b>35mm Copy Slides / Digital Copy Services / Frontier Slide Scans</b>	<b>23</b>
<b>Studio Rental</b>	<b>24</b>
<b>Studio Workshops</b>	<b>25</b>

### Liability Statement

At UPHOTO we are committed to providing the highest level of professional service possible. We exercise great care when handling all customer materials, and are constantly searching for new ways to eliminate the possibility of damage. When you submit negatives, transparencies, artwork, digital media or other materials to UPHOTO, that constitutes an AGREEMENT by you that any damage or loss caused by us, which includes negligence or any other fault by UPHOTO, will entitle you only to replacement with like amount of un-exposed film and processing. Except for such replacement, the acceptance of film, digital files or other materials by UPHOTO is without other warranty or liability, expressed or implied, and recovery for incidental or consequential damages are excluded. UPHOTO shall not be liable for any losses, damages or expenses, whether direct or indirect, due to or caused by delays in delivering the processed or printed product of UPHOTO to the customer.

## About Us

UPHOTO is a professional digital imaging and photographic processing laboratory offering a complete line of printing, processing, framing, studio rental and other services. Photographers and businesses with photographic needs have found our lab services to be among the finest available anywhere. We work hard to maintain our commitment to the highest quality standards.

## Location and Business Hours

We are located in Beltsville, Maryland three miles north of the Capital Beltway and one block off U.S. Route 1 at 5005 Garrett Avenue. We are open Monday-Friday, 10:00 A.M. to 7:00 P.M. for full service, and Saturday 11:00 A.M. to 4:00 P.M. for pick-up and drop-off only. Night drop is also available.

## Terms of Sale / Deposits

All orders picked up at our lab are C.O.D. payable by *cash, check, VISA, MasterCard, Discover, American Express* or *Debit* card. Open account terms are available only to approved clients. A 50% deposit will be required on rush work and orders over \$100. Orders requiring special handling, or third party delivery must be pre-paid in full before the work is started. Mail orders must be prepaid by check, credit card or money order. A minimum handling charge of \$6.00 will apply to all orders shipped by UPS, Priority Mail, FEDEX or courier. A service charge of \$30.00 will be assessed on all returned checks. We will not be responsible for orders unclaimed after 30 days.

## Service Times

Our goal is to complete your order as quickly as possible while maintaining our high quality standards. The delivery times listed in each section are estimated, based on average service times, and work loads. Many factors, some beyond our control, can affect delivery so please mention a specific deadline which must be met when your order is placed. Open lab or rush premium charges may be required to meet some deadlines. Every effort will be made to accommodate your needs. During seasonal peak times, orders may encounter unavoidable production delays. We recommend that you call ahead to verify that orders are ready for pick up.

## Order Change Fee / Cancellation Fee

If work has not been started on an order, a fee of \$5.00 may be assessed to change or cancel the order. If the order has been completed prior to the requested change, the full cost of the original order will be charged in addition to the requested changes. Please note that order changes can cause delivery delays. Partially completed orders will be billed for the finished portion.

## Minimum Order Charge

A minimum order charge of \$5.00 applies to most orders. Selected services may have higher minimum order fees.

## Rush Service and Open Lab

Many services are available on a rush basis. Rush times and availability vary by service type, and options will be listed in each section. A minimum charge of \$10.00 applies to all rush orders and a 50% deposit is required for *ALL* rush work. During seasonal peaks, some rush services may not be available. Standard rush service is limited to regular production hours. Open lab charges of \$100 per hour will apply to orders requiring after-hours or weekend production time. Before making rush delivery commitments to your clients, please check with us to verify that delivery of the required service will be available.

## Reorders

Because of variations inherent to all photographic processes, a new reorder may not precisely match prints from a previous order. If you require a close match and can provide a guide print, we will do our best to get as close as possible to your sample. Be aware that when guide prints are made on different paper brands or surfaces, or scanned from originals it might not be possible to achieve a perfect match. While great care is exercised in completing your work, we cannot be responsible for the cost of remakes due to omitted or inadequate instructions or lack of necessary color or density guides.

## Remake Policy

Our goal is to produce the highest quality work and we take great care in the completion of every order. On the rare occasion that an order needs to be remade, it is essential that the undamaged print(s) are returned with the original work order, negatives or digital files, and a written explanation of the desired correction. Requests for remakes at *NO CHARGE* must be received within *TEN DAYS* of receipt of the original order, otherwise the remake order will be billed at the regular fee.

## Digital Workflow & Photo Tips

Understanding and incorporating good color management practices into your workflow are the keys that will enable you to create high quality digital products for your clients. We are happy to help you find a solution that works best for your specific needs. Many wonderful resources can be found on the internet and we have provided convenient links to some of them through our website at [www.upto.com](http://www.upto.com). In addition, we have created a section for photo tips written by staff, clients and leading photo professionals. We believe these tips can provide valuable insight into digital equipment, exposure control and lighting, color management, file manipulation and other areas of interest. We encourage you to explore our website and provide us with feedback so that we may improve your experience.

At Uphoto, we are here to assist you by sharing our many years of experience and answering your technical questions. We also offer classes and workshops where students are provided hands-on instruction in lighting, posing, and digital imaging. Please browse the Workshop section in this catalog and check our latest offerings on our website.

## Monitor Calibration

Monitor calibration is the single most important component of your workflow. If your monitor is properly calibrated, the prints we make for you will closely match the image displayed on your screen. The most reliable calibration will be achieved by using a plug-in on-screen device and software package. Fuji, X-rite, Gretag-Macbeth and others make affordable monitor profiling kits. They can range widely in price, but can save you many times their cost in lost time and print remakes. We recommend that you visually confirm the accuracy of your calibrated monitor to our output devices. You can download a Target Print File and output profiles from our website. You will also need a free "Target Print" sample. This will enable you to reliably "soft-proof" your own images. The following procedure assumes you are using Adobe PhotoShop, but can be adapted to other programs. Just follow these steps:

- Download the required output profile from our website, then "right-click" on the file and select "Install Profile".
- Launch PhotoShop and open the target print file on your computer.
- In PhotoShop, click the "View" menu and select "Proof Setup" and "Custom". Under "Customize Proof Condition", locate the desired profile (Frontier or Chromira) under "Device to Simulate". Make sure you select "Perceptual" Rendering Intent and un-check "Black Point Compensation". Select "Save" and name the setup for the desired output device. When selected, this setup should now closely match the color & density of the specified output device.
- If you are using Presentation Gold, you can use the master balance offset under "Preferences" to correct any differences you see in the finished print and your preview screen. If you are using other software, you can "fine-tune" your monitor screen controls (contrast, red, green and blue) to match the reference print. It is important that the print is viewed under a light source that is close to "daylight" color balance.
- When the print & monitor are in close agreement, you should send us a corrected test image for printing using one of your files. Once you receive the new print, compare and "fine-tune" the screen if necessary. After this process has been completed, your monitor and the prints we make for you should be in very close agreement.

## ICC Profiles

We use the sRGB color space on our Frontier and Chromira photographic imaging equipment. Our Epson 9800 & 7600 printers use the Adobe 1998 color space for Studio Giclee's. Mismatches of these two color spaces can produce unintended results, so be sure to submit files in the appropriate color space for the desired output type. We suggest you use "Perceptual" for the rendering intent. You can download our Frontier and Chromira output profiles from our website for soft-proofing your images. Please call for more complete information.

The sRGB space also matches the working color space used by most computer monitors. Make sure that the default working color space in Photoshop or your raw file processor is also set to sRGB. Although files shot in Adobe 1998 can be converted to sRGB, this will simply add time to file preparation with no direct quality benefit when printing to our Frontier or Chromira equipment.

Your monitor should be located in a stable viewing environment where the ambient lighting will be always be the same. It should be calibrated and set to a white point of 6500 k and a Gamma of 2.2. This is defined in the sRGB color space, and is standard on Windows PC's. If you are using a MAC, you may need to change the gamma setting to 2.2. CRT displays usually work a little better than LCD flat panels. **Avoid laptop displays for critical color correction as they tend to be "cold" and contrasty, and cannot be reliably calibrated to provide consistent color values.**

## Digital File Requirements

Uphoto can print any file format that can be opened in Photoshop. However, in order to streamline both your work flow and ours we request that you submit files as **200-300 PPI, 8 bit sRGB Level 10 or 11 Baseline Standard JPEG's**. Files supplied in other formats may cause production delays. Lower resolution files may also be acceptable, but please check with us first. Please do not "up-res" smaller files to a higher PPI, as this will not significantly improve quality but will slow file transfers.

**File names must contain only letters, numbers, dashes and spaces, followed by the .jpg file extension.** Please note that the use of any of the following characters has been proven to cause problems and will delay your order **!@#%&\*( )+=:;, '<> ~\|** Keep the file names as short as possible, for example **"JK001.jpg"** not **"Jim and Kathy's wedding DSC\_0001.jpg"**

If you must submit PSD, or TIF files, please provide them on a CD or DVD. Special arrangements can be made to transfer large files to our FTP server, but these transfers can sometimes delay your order.

Please remember that while level 10 jpegs work great for most printing applications, you should save original files as raw, TIF or PSD to prevent cumulative compression losses and file degradation from repeated saving after making edits to your images.



Today, your customers expect you to display images and sell products on-line. If you don't, they may find someone who does. Now, we can help you make it possible for your customers, and their relatives and friends to have the opportunity to buy prints and other products from you, on-line with your own *Preview Gallery*. Created by award winning Master Professional Photographer Bob Kahn, this unique system provides you with the tools you need to gain control of your digital workflow.

We are proud to offer an excellent service which enables the Professional Photographer to increase sales and streamline the order fulfillment process. It includes an on-line *Preview Gallery* complete with shopping cart and order fulfillment system. ***We do not charge an annual membership fee or take commissions on your sales***, as some others do. Our system is built to provide a *Total Solution* for the photographer who would prefer to spend less time with production, organizing, ordering and studio management. The *Preview Gallery* was designed by Professional Photographers and experienced Studio and Lab Managers.

MAC users can access the *Preview Gallery* on-line Dashboard to securely upload images to their Gallery without any additional software to install. This easy to use interface provides the tools needed to manage events and web page content, make price and product changes or track your sales with detailed reports. You can place orders for prints and other products with the integrated ftp uploader, or create incredible composite album pages with the new on-line *Freestyle Album Designer*. Give your wedding clients a direct link to the site where they can review the album design you have created. Changes can be made in a snap without re-doing entire pages. Don't worry, images displayed on the website can not be copied or downloaded.

Our Dashboard utilizes custom *Java* applets to manage files on the *Preview Gallery* and create print orders. When creating a new gallery, you can choose to use the *Express* option, and the full resolution files will be uploaded and stored on our local server. This way, when your clients place an order, it will be automatically transferred to our production system and be ready for printing without any intervention on your part. For a small additional fee, we will even drop ship the order directly to your client. If you have a PayPal account, you can collect payments directly from your client. We bill you only for the cost of the print order and shipping.

If you are a Windows PC user, the stand-alone PC software provides easy access to your *Preview Gallery* for image uploading, event management, print ordering, image adjustment, and includes a complete album page design system. The PC application is called *Presentation Gold*, and also provides users an easy way to transfer files from memory cards and quickly rename and organize images. In addition, you can color correct, rotate and crop your images, all without making destructive changes to the original jpeg. TIF or JPEG images, or scans from roll film can be used with this system. The *Preview Gallery* is also accessible on-line so you can securely manage events, upload images, track sales, order prints and design album pages with the *Freestyle Album Designer* from any computer with internet access without installing any additional software.

You can also choose to upload your files to the on-line *Preview Gallery* and provide a safe, easy to use system with a shopping cart and on-line payment option for your clients to order prints over the internet. The print orders are created by the client, and e-mailed to your computer where *Presentation Gold* automatically retrieves the necessary files, and prepares them for transmission to Uphoto. Just a few mouse clicks are all that are required to send us the job. The easy to use album page designer included with *Presentation Gold* will greatly reduce the time needed to create composite pages. Additionally, the composites are produced in a format that allows each image element to be individually color corrected, cropped or replaced before printing. Hundreds of pre-built templates are provided free of charge, and templates you may already be using can be imported into the program for use with the system. A template designer utility is also included to allow you to create your own designs in any size or configuration.

The *Presentation Gold* print ordering system is fast and easy to use. By entering your studio's pricing information for each print size, an order summary report and invoice can be generated for each job. The program also includes an automatic utility to access our remote FTP server, and securely transfer your jobs to our lab. It will even send you a receipt confirmation by e-mail. Orders prepared with *Presentation Gold* or *Preview Gallery Dashboard* qualify for discounted pricing on many services.

You can sign-up for the *Presentation Gold System* [free 60 Day trial](http://www.presentationgold.com/uphoto) from [www.presentationgold.com/uphoto](http://www.presentationgold.com/uphoto). PDF documentation and hours of instructional videos covering every aspect of the *Presentation Gold* program, the *Preview Gallery* and the Album Page Designer are also available on-line. Stop by the lab, check our website or call for more information today!

**Post Your Events on the Internet and Sell On-Line**

**No Annual Membership Fees and No Commissions on Your Sales**

**Call and find out how you can have your own Free\* Preview Gallery System Today !**

**\* Free trial offer includes 500 image gallery and software. Additional image capacity is available for only \$9.95 per 1000 images. After trial period your 500 image gallery is only \$4.95 per month, plus \$9.95 per additional 1000 images used.**

**Now available for MAC and PC Systems !**

## RAW File Conversion and Image Correction

Many of our clients have been asking for a solution for dealing with RAW digital files. They want to take advantage of the security that the extended exposure latitude and color correction range RAW shooting provides, but find the ordeal of correcting and processing the large images shot in this enhanced format too time consuming or confusing.

We are pleased to offer a service that will free you from the time consuming burden of working in RAW (well, most of it - you still have to download your own memory cards!). We will professionally optimize and color correct your RAW digital files, perform a rough edit (crop and/or rotate) and convert them into hi-res JPEG's, ready for printing or uploading to your Preview Gallery. We can also prepare images to your specification for delivery to your client on CD or DVD.

If you are more comfortable shooting JPEG's, we can often provide dramatic improvements to your uncorrected images with this service. We also will store your enhanced files for up to one year on our server at no additional cost.

A BIG advantage of having us correct your RAW or JPEG images is that they will usually qualify for our "Ready-to-Print" option if your order is created and submitted through our Preview Gallery site or your Presentation Gold software.

Please provide your RAW or JPEG files on CD, DVD or other removable media. We have computers available in our customer service area if you prefer to download your images directly to our in-house print server. Files may also be uploaded through our on-line FTP site, your Preview Gallery online EZ Order dashboard or Presentation Gold PC software. Please call us for detailed information.

Number of Files	Setup Fee, Per Job	Cost per Image
1- 99	\$4.95	\$ .30
100-299	\$7.95	\$ .25
300 +	\$9.95	\$ .20

### File Delivery Options

Return Images on CD, per Original CD	\$ 5.95	Duplicate CD's, per disk	\$ 3.95 ea.
Return Images on DVD, per Original DVD	\$10.95	Duplicate DVD's, per disk	\$ 8.95 ea.
Upload to FTP Server, per 300 MB	\$ 3.00		
Upload to Preview Gallery Site, per event *	\$ 9.95		

*\* For up to 600 corrected images. You must have an active Preview Gallery account established. Uploading a new event to your Preview Gallery does not include any additional cost of image capacity that might be required if the event exceeds your plan image quotas. We can provide additional Preview Gallery image storage at the rate \$9.95 per 1000 images, per month.*



**Sign up for your FREE\* Trial Preview Gallery account today!**

60 day \*Free Trial Gallery includes 500 images. Additional storage can be added for only \$9.95 per 1000 images, per month.

**Preview Gallery Digital Candid & Portrait Prints****One-Two Days**

<b>Print Size</b>	<b>Premium Corrected</b>	<b>Ready to Print</b>
3.5x5, 4x5, 5x5, 4x6	\$ .49	\$ .29
5x7 or 4-up wallet set	\$1.50	\$ .50
8x10, 8x8 or 8-up wallet set	\$2.95	\$1.60
8x12, 10x10	\$3.50	\$1.90
10x13	\$4.00	\$2.50
10x15	\$4.50	\$2.95
11x14	\$6.95	\$4.50
16x20	\$19.95	\$12.95
20x24	\$24.95	\$19.95

**Premium Corrected Prints** are your best choice when you don't have time or desire to correct your own images, or you just want the best quality prints. Our experienced technicians will individually adjust your digital files. Careful attention to exposure is necessary to produce optimum results. **Files individually adjusted for color, density / contrast.**

**Ready to Print candid**s are available when you can provide fully corrected files, ordered and ready to print. This service is intended for Studios that are able to provide all necessary color, density & contrast corrections and cropping. This includes necessary color calibration, profiling and retouching. Ideal for portrait, wedding, sports, and product photography. **No correction of any kind will be applied to your files before printing.**

- Ready to Print Orders must be submitted through **Presentation Gold or Preview Gallery**.
- Printed on Lustre finish **Fuji Professional Crystal Archive** paper.
- Premium Corrected prints can be successfully balanced if exposure is limited to 3/4th stop under or 3/10th stop over.
- Images must be saved as 8 bit sRGB level 10 or 11 jpegs.
- Minimum order charge of \$3.00 and at least 10 files applies.

**Slim Line Greeting Cards****Three Days**

We have a large selection of vertical and horizontal styles to choose from that is constantly being upgraded, so please check with us for the latest available templates. We can also create your custom greeting card for a flat rate of \$15.00 for up to 1/4 hour of computer design time. From film, add 1.25 for Frontier Digital Scan. Set up charge for special greeting and/or individual names is an additional \$4.50.

<b>25 Slim Line (4x8) Greeting Cards with Envelopes</b>	<b>\$18.75</b>
<b>50 Slim Line (4x8) Greeting Cards with Envelopes</b>	<b>\$35.00</b>
<b>75 Slim Line (4x8) Greeting Cards with Envelopes</b>	<b>\$48.75</b>
<b>100 Slim Line (4x8) Greeting Cards with Envelopes</b>	<b>\$60.00</b>
<b>200 Slim Line (4x8) Greeting Cards with Envelopes</b>	<b>\$108.00</b>

## Preview Gallery Event Package Printing



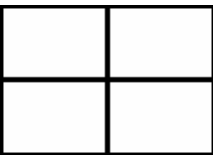
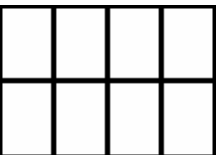
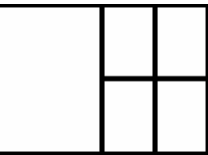

**Two-Three Days**

Event Package Printing is available for Underclass Portraits, Proms, and other events where constant lighting and metered exposure produces consistent results. "Ready to Print" service is available when images are submitted in **Presentation Gold™** or **Preview Gallery™** ordering software and require no correct or other intervention on our part. "Pro Grade" printing provides individual corrections for "fine-tuning" each image.

**A minimum of 20 similar images is required to qualify for this economical service. If your order has fewer than 20 images, we offer our Preview Gallery Digital Candid & Portrait services.**

- "Ready to Print" services are not color or density corrected and are printed as submitted.
- "Pro Grade" density correction is limited to 3/4th stop under or 3/10th stop over exposure.
- Orders not submitted through **Presentation Gold™** or **Preview Gallery™** are subject to a **\$5.00 setup fee**.
- Images must be provided as 8 bit sRGB level 10 or 11 jpegs of sufficient size for print size required.
- 8x10 units are delivered as un-cut pages.

Print Size	Ready to Print	Pro Grade
8x10 Unit	1.40	\$2.25
10x13	2.75	\$3.75

					
1-8x10	2-5x7's	4-3.5x5's or 4-4x5's	8-Wallets	1-5x7, 4-Wallets	2-3.5x5's, 1-5x7

## Die Cutting & Print Packaging

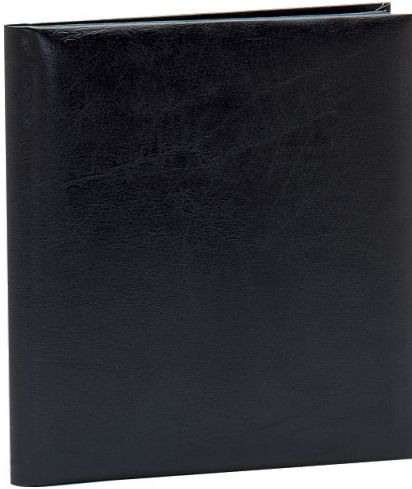
Die Cut Wallet sets (sheet of 8 only)	\$ .20 per sheet
Package up to 9x12 in Zip lock Plastic Bag w/ chipboard backing	\$ .75 ea.
Package up to 11x14 in Zip lock Plastic Bag w/ chipboard backing	\$1.25 ea
Package up to 16x20 in Zip lock Plastic Bag w/ chipboard backing	\$1.95 ea
Package Individual Jobs for Drop Shipping - <b>Actual Shipping Cost is Extra</b>	\$2.00 per package

## Photographic Business Cards

**Three Days**

Make a great first impression with full color photo business cards that incorporate one of your impressive photos with text promoting your business. These cards are fantastic tools that you can use to promote events on your Preview Gallery Web Site. Provide your own design or let us create your custom business card for a flat rate of \$15.00 for up to 1/4 hour of design time. Check with us for more information.

50 Photographic Business Cards	\$15.00
150 Photographic Business Cards	\$37.50
300 Photographic Business Cards	\$60.00



**Magazine Style Digital Proof Book**



**Express Magazine Proofs** *One-Two Days*

Studios that are able to manage their workflow and provide all necessary color, density and contrast corrections can take advantage of our Digital Express Proofing services. This allows us to produce your work faster and at a lower cost so we can pass the savings on to you.

Express 8x10, 8.5x11 or 10x13 proof pages are available in 6 up (Square), or 9 up (Rectangular) pages. Proofs can be GBC bound and assembled in an attractive leatherette digital album cover.

- No color or density correction applied.
- Images should be uniformly rotated.
- Files arranged in alpha numeric sequential order.
- Images must be saved as 8 bit sRGB jpegs.
- GBC 11" Comb Binding is available for \$3.00.
- 8x10, 8.5x11 Digital Proof Album with Binding is \$18.00.
- 10x13 Digital Proof Album with Binding is \$25.00.
- Minimum print order charge \$10.00.

Page Size	1-10 Pages	11+ Pages
<b>8x10 Proof Page</b>	\$2.40	\$1.90
<b>8 1/2x11 Proof Page</b>	\$2.75	\$2.25
<b>10x13 Proof Page</b>	\$3.00	\$2.50

**Individual Digital Proofs** *Three Days*

When you need individual high quality proof prints from your professional files, our technicians can fully correct the color and density of each image\*. If your studio is able to provide all necessary color & density corrections, you can submit your files ready to print for a substantial savings.

- Successful density correction is limited to 3/4th stop under or 3/10th stop over exposure. \*
- Printed on Lustre *Fuji Professional Crystal Archive*.
- File names imprinted on back of proof.
- Minimum print order charge \$10.00
- Add \$6.95 for Archive CD of corrected images.

**Deluxe Magazine Proofs** *Two Days*

Our experienced technicians can perform individual color & density corrections that can significantly improve the quality of your images. Deluxe 8x10, 8.5x11 or 10x13 proof pages can be GBC bound and assembled in an attractive leatherette digital album.

- Add \$0.25 per image for technician made "Premium" color & density corrections.
- Optimum density correction is limited to 3/4th stop under or 3/10th stop over exposure.
- Images must be saved as 8 bit sRGB jpegs.
- Files are arranged in alpha numeric sequential order.
- Images should be uniformly rotated.
- GBC 11" Comb Binding of pages is available for \$3.00.
- 8x10, 8.5x11 Digital Proof Album with Binding is \$18.00.
- 10x13 Digital Proof Album with Binding is \$25.00.
- Minimum print order charge \$10.00.
- Add \$ 6.95 for Archive CD of corrected jpeg images.

Proof Size	Fully Corrected	Non-Corrected
<b>3.5x5, 4x5, 4x6, 5x5</b>	\$ .39	\$ .19
<b>5x7, 6x6</b>	\$ .75	\$ .50
<b>6x8, 6x9</b>	\$ .95	\$ .70
<b>8x8, 8x10</b>	\$1.50	\$1.15
<b>8x12, 10x10</b>	\$1.75	\$1.30

## Ready to Print Digital Album Pages

**One-Two Days**

Uphoto can produce your composite album prints and full page spreads for flush or matted albums. Studios that are able to provide all necessary color, density and contrast corrections can use *Photoshop™*, *Presentation Gold™* or *the Freestyle Album Designer* to create their composite images. When your workflow is properly managed, it allows us to provide you with superior prints at an affordable price. Photoshop images must be saved as flattened sRGB TIF or level 10 Standard JPEG files.

Seven popular sizes are available, with both horizontal and vertical spreads. Orders can be submitted on-line or on CD.

- *No individual color or density correction of images. Files must be submitted "Ready- to Print".*
- *Pages can be created using Presentation Gold™ or Freestyle Album software or PhotoShop.*
- *Minimum order of 18 Album Pages (or 9 page spreads.)*
- *We use Fuji Professional Lustre Crystal Archive paper.*

8x10 Album Prints	Cost Per Page
8x10	\$2.25
16x10	\$4.50
20x8	\$4.50
10x10 Album Pages	
10x10	\$2.50
20x10	\$5.00
12x12 Album Pages	
12x12	\$3.50
24x12	\$7.00

## Deluxe Digital Album Pages **Two Days**

Our technicians will do all necessary color and density corrections when you don't have the time. Deluxe album pages *must* be created with *Presentation Gold™* so that we have access to each individual composite image element for color and density correction. Orders can be submitted on-line or on CD.

- *Add \$0.25 per image element for color / density correction.*
- *Correction is limited to 3/4th stop under or 3/10th stop over exposure.*
- *Pages must be created using either Performer Pro™ Album software or Freestyle Album Designer.*
- *Minimum order of 18 Album Pages (or 9 page Spreads.)*
- *We use Fuji Professional Lustre Crystal Archive paper*

## Premira™ Albums

**Ten Days**



Uphoto is pleased to offer the Premira™ Album assembled with your 10x10 digital composite prints and ready to deliver to your client. Premira™ professional bound photo albums blend traditional old-world craftsmanship with precision construction. Premira's unique design incorporates the look of a bound book with a revolutionary patented Slip-Lock™ page system which allows pages to be moved or exchanged once the album is completed. The result is an elegant, high end hand made product that is both attractive and durable. **Cost of 10x10 prints is not included.**

Number of Inserts	Assembled Album	Assembled Windowed Album
9 Page (18 sides)	\$226.00	\$230.00
12 Page (24 sides)	\$268.00	\$272.00
15 Page (30 sides)	\$307.00	\$311.00
18 Page (36 sides)	\$357.00	\$361.00

## Chromira Digital Prints

**Two Days**

This state of the art technology enables us to provide you with real, large format photos from your digital files. These high resolution photos are made on *Lustre* surface **Fuji Professional Crystal Archive** paper. Images should be sized for the actual output dimensions at 150-300 dpi. **Prices include color & density correction.**



**Files must be supplied as flattened 8bit, sRGB files without additional alpha channels in TIF or JPEG format.**

## Professional Digital Prints

**One - Two Days**

Produced on our *Fuji Frontier* and *Chromira* printers from your digital files on *Lustre Fuji Professional Crystal Archive* photo paper. These prints are fully corrected by our technicians for best color & density. Your image should be large enough to be sized for the actual output dimensions at 200-300 ppi.

Significant savings are available when ordering quantity prints per file. We use **Fuji Professional Crystal Archive** paper for brilliant, long lasting color. If your order is 10 + images and you use our Presentation Gold system, check out our Candid Printing on pgs 6-9. **Please include the 1st Print Cost for quantities of 14 or fewer prints from each file.**

Print Size	1st Print	2-5	6-14	15-24	25-49	50-99	100-199	200+
<i>3x5/4x5/4x6/5x5</i>	\$ .49	.29	.24	.19	.17	.16	.15	.15
<i>5X7</i>	\$ 1.95	1.17	.94	.75	.64	.60	.57	.55
<i>6x8 / 6x9</i>	\$ 2.10	1.26	1.01	.81	.69	.65	.62	.59
<i>7x10 / 8X10</i>	\$ 3.40	2.38	1.90	1.71	1.54	1.39	1.25	1.12
<i>8x12/8.5x11/10X10</i>	\$ 3.95	2.77	2.21	1.99	1.79	1.70	1.62	1.54
<i>10X13</i>	\$ 5.25	3.68	2.94	2.65	2.38	2.26	2.15	2.04
<i>10x14</i>	\$ 5.75	4.03	3.22	2.90	2.61	2.48	2.35	2.24
<i>10X15</i>	\$ 5.95	4.17	3.33	3.00	2.70	2.56	2.44	2.31
<i>10X20</i>	\$11.00	7.70	5.78	5.20	4.68	4.44	4.22	4.01
<i>10x24</i>	\$13.50	9.45	7.09	6.38	5.74	5.45	5.18	4.92
<i>10X30</i>	\$15.00	10.50	7.88	7.09	6.38	6.06	5.76	5.47
<i>11X14</i>	\$ 8.25	5.78	4.62	4.16	3.74	3.56	3.38	3.21
<i>12x12</i>	\$ 9.00	6.30	4.73	4.25	3.83	3.64	3.45	3.28
<i>12x18</i>	\$16.00	11.20	8.40	7.56	6.80	6.46	6.14	5.83
<i>16x20</i>	\$19.95	13.97	10.47	9.43	8.48	8.06	7.66	7.27
<i>16x24</i>	\$24.00	16.80	12.60	11.34	10.21	9.70	9.21	8.75
<i>20x20</i>	\$22.00	15.40	11.55	10.40	9.36	8.89	8.44	8.02
<i>20x24</i>	\$24.95	17.47	13.10	11.79	10.61	10.08	9.58	9.10
<i>20x30</i>	\$29.95	20.97	15.72	14.15	12.74	12.10	11.49	10.92
<i>24x30</i>	\$36.00	25.20	18.90	17.01	15.31	14.54	13.82	13.13
<i>24x36</i>	\$54.00	37.80	28.35	25.52	22.96	21.82	20.72	19.69
<i>30x30</i>	\$45.00	31.50	23.63	21.26	19.14	18.18	17.27	16.41
<i>30x40</i>	\$60.00	42.00	31.50	28.35	25.52	24.24	23.03	21.88
<i>30x45</i>	\$67.50	47.25	35.44	31.89	28.70	27.27	25.91	24.61

## Elite Canvas Gallery Wraps

**Two-Four Days**

Uphoto is proud to offer our new line of Elite Canvas Gallery Wrap prints made with high quality artist canvas wrapped around the sides of a 1 1/4" or 1-3/4" deep gallery frame. The result is a stunning and unique presentation, complete and ready to hang that will fit into any décor. Our Gallery Wraps are digitally printed on the finest archival canvas with an inkjet process utilizing only the best pigment based inks for maximum print life.

- Available from digital files only. Scans must be added separately if your original is a photo, negative or transparency.
- Price includes *Studio Giclée Canvas Print* with lacquer coating to protect the image from moisture and handling.
- Prices do not include the cost of corrective artwork, or retouching which is available at \$20 per quarter hour.
- Gallery Wraps are available in standard frame lengths, although sizes shown can be mixed and matched for a custom size.
- Extra space must be allowed for the wrapping process. 1-1/4" Gallery Wraps need 1-1/2" extra on each side, or a total of 3" added to the final image size. 1-3/4" Gallery Wraps require 2" extra on each side, or a total of 4" added to the final image size.
- For larger Gallery Wraps, make sure that digital files are suitable for at least 120 ppi output at the final size that is desired.
- Frames larger than 11x14 include corner bracing. 1-3/4" Gallery Wraps include rear cross bracing.

Elite Gallery Wraps	1-1/4"	1-3/4"
8x8	\$40.00	N/A
8x10	\$45.00	N/A
8x12	\$48.00	N/A
10x10	\$50.00	N/A
10x20	\$65.00	N/A
11x14	\$65.00	N/A
12x18	\$78.00	N/A
14x14	\$70.00	N/A
14x20	\$80.00	N/A
16x16	\$75.00	N/A
16x20	\$93.00	N/A
16x24	\$104.00	N/A
20x20	\$105.00	N/A
20x24	\$110.00	\$125.00
24x24	\$135.00	\$150.00
20x30	N/A	\$140.00
24x30	N/A	\$155.00
24x36	N/A	\$175.00
30x30	N/A	\$178.00
30x40	N/A	\$195.00
36x36	N/A	\$225.00



## Classic Photo Canvas

**Three Days**

Our Classic Photo Canvas prints are made the old fashioned way. First, we print your digital file on **Fuji Crystal Archive Professional** photo paper. Then we carefully strip the image from the RC paper base and bond the delicate photo emulsion onto special artist cotton canvas using a special pneumatic heat press. The print can be mounted on 1/4" masonite hardboard ready for framing, or returned un-mounted for your own finishing. The result is a stunning presentation that will fit into any décor. Price includes cost of print.

- Available from digital files only. Scans must be added separately if your original is a photo, negative or transparency.
- Prices do not include the cost of corrective artwork, or retouching. This service is available at the rate of \$20 per quarter hour.
- Classic Photo Canvas shown in standard sizes can be custom sized down from the next larger size.
- For larger photos, make sure that your digital file is suitable for the size image that is desired.

Canvas texture has random bumps and irregular weave that can produce results beyond our control

Classic Photo Canvas	Masonite Mounted	Un-Mounted
<b>8x10</b>	\$28.50	\$18.50
<b>11x14</b>	\$39.50	\$27.00
<b>16x20</b>	\$57.00	\$38.50
<b>16x24</b>	\$64.00	\$44.00
<b>20x20</b>	\$68.00	\$48.00
<b>20x24</b>	\$72.00	\$50.00
<b>20x30</b>	\$79.00	\$51.50
<b>24x30</b>	\$94.00	\$59.00
<b>24x36</b>	\$124.00	\$82.00
<b>30x30</b>	\$110.00	\$65.00
<b>30x40</b>	\$138.00	\$90.00



## Mounting and Finishing Services

**Two-Three Days**

	8x10	11x14	16x20	20x24	20x30	24x30	24x36	30x40	30x45	40x60	48x96
<b>Art Board DW Mount</b>	\$3.50	\$6.00	\$9.50	\$12.50	\$16.00	\$20.00	\$23.00	\$25.00	N/A	N/A	N/A
<b>3/16" Foam Board Mount</b>	\$5.00	\$6.85	\$11.80	\$15.00	\$18.00	\$22.00	\$25.00	\$28.00	\$32.00	\$36.00	\$60.00
<b>3/16" Gator Board Mount</b>	\$9.00	\$10.00	\$16.00	\$20.00	\$22.00	\$30.00	\$36.00	\$40.00	\$52.00	\$65.00	\$98.00
<b>1/2" Gator Board Mount</b>	\$16.00	\$18.00	\$29.00	\$34.00	\$37.00	\$46.00	\$65.00	\$72.00	\$92.00	\$105.00	\$145.00
<b>Acid Free 4 ply Single Mat *</b>	\$5.00	\$7.00	\$12.50	\$20.00	\$28.00	\$32.00	\$35.00	\$36.00	\$46.00	\$50.00	N/A
<b>Masonite Mount</b>	\$10.00	\$12.50	\$18.50	\$22.00	\$28.50	\$35.00	\$42.00	\$48.00	N/A	N/A	N/A
<b>Artist Canvas on Stretcher Frame</b>	15.50	\$19.00	\$24.00	\$30.00	\$35.00	\$38.00	\$42.00	\$48.00	\$56.00	\$72.00	N/A
<b>Conservation Fine Art Mount</b>	\$20.00	\$24.00	\$30.00	\$36.00	\$40.00	\$45.00	\$64.00	\$70.00	\$85.00	\$95.00	N/A
<b>Lacquer Coat Lustre Finish</b>	\$ .35	\$1.00	\$3.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Textured Acrylic Sealer</b>	\$10.00	\$15.00	\$20.00	\$25.00	\$30.00	\$34.00	\$36.00	\$40.00	\$45.00	\$55.00	\$90.00

**24 Hour Rush Service - Add 50%. 6 Hour Rush Service - Add 100%**  
**Rush services are limited to the availability of production during normal weekday hours.**

**Art Board** is a smooth, pH neutral double weight pressure sensitive mounting board that is perfect for mounting photographic prints or posters. Not available in all sizes.

**3/16" Foam Board** is a lightweight material made with an inner core of polystyrene foam sandwiched by an outer layer of smooth paper.

**3/16" and 1/2" Gator Board** is a lightweight material consisting of a rigid polystyrene foam core faced on both sides by smooth, moisture resistant man-made wood fiber veneers. It's stiff, non-warping properties make it ideal for large displays.

**Acid Free 4 Ply Single Mat \*** is available in standard colors. Specialty colors, finishes and 8 ply mats are available at additional cost.

**Masonite** is a rigid hard board that is manufactured from wood fibers and formed into dense panels with an extremely hard, tempered smooth surface. It is heavy and very durable. This material is also used in our Box and Floater frames.

**Artist Canvas on Stretcher Frame** - We attach an Artist Canvas Studio Giclée print to wooden stretcher strips, ready for framing.

**Conservation Fine Art Mount**- This premium method utilizes acid free foam core backing board, and archival mounting corners and/or linen "T" hinges. The artwork is held securely in place, but is allowed to move freely to allow for changes in temperature and humidity. Mats are secured with acid free materials to prevent shifting prior to framing.

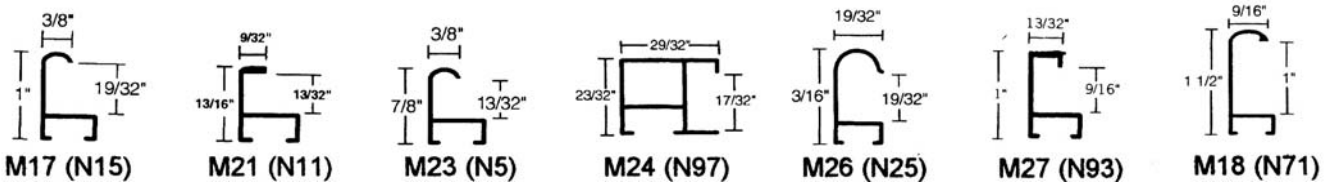
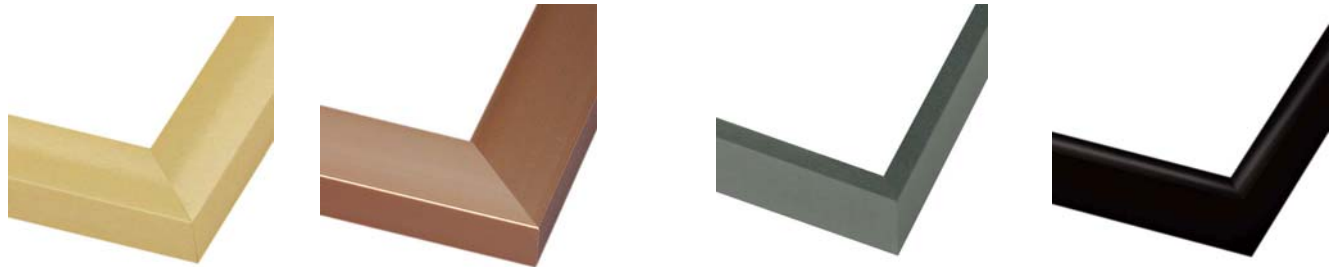
**Lacquer Coat** - A premium Lustre finishing touch that seals and protects your prints. This is also referred to as "liquid lamination".

**Textured Acrylic Sealer**-This is a clear "brush-on" coating that seals and protects the print and also provides a variety of brush finish textures. When applied to Artist Canvas Studio Giclée on stretcher frame, brush strokes simulate the finished texture of the artist's original.

## Metal Framing

**Five Days**

We offer seven different stock metal profiles in up to twenty-two colors as standard. Single mats are made from four ply acid free museum grade board. Six and eight ply and premium color boards are available at extra cost. Picture glass, clear, UV, and non-glare UV acrylic are available. Dozens of premium metal profiles and colors are available by special order. Check with us for available profiles and frame and mat colors. When figuring total price, add the cost of mounting, matting, frame and glazing.



Frame Size	Styles M21, 23	Style M17	Styles M26, 27	Style M24	Style M18	Single Mat	Clear Glass	Clear Acrylic	Clear UV Acrylic	N Glare UV Acrylic
8x10	\$19.00	\$23.00	\$26.00	\$27.50	\$33.00	\$5.00	\$3.00	\$3.50	\$5.00	\$6.00
11x14	\$25.65	\$31.05	\$35.10	\$37.13	\$44.55	\$7.00	\$5.00	\$7.00	\$10.00	\$12.00
16x20	\$36.10	\$43.70	\$49.40	\$52.25	\$62.70	\$12.50	\$9.00	\$14.00	\$20.00	\$24.00
20x24	\$43.70	\$52.90	\$59.80	\$63.25	\$75.90	\$17.00	\$15.00	\$22.50	\$30.00	\$36.00
20x30	\$49.40	\$59.80	\$67.60	\$71.50	\$85.80	\$20.00	N/A	\$26.00	\$38.00	\$44.00
24x30	\$53.20	\$64.40	\$72.80	\$77.00	\$92.40	\$28.00	N/A	\$32.00	\$47.00	\$53.00
24x36	\$58.90	\$71.30	\$80.60	\$85.25	\$102.30	\$32.00	N/A	\$39.00	\$57.00	\$68.00
30x40	\$68.40	\$82.80	\$93.60	\$99.00	\$118.80	\$35.00	N/A	\$52.00	\$64.00	\$75.00
32x40	\$69.35	\$83.50	\$94.90	\$100.38	\$120.45	\$36.00	N/A	\$50.00	\$62.00	\$73.00
30x45	\$73.15	\$88.50	\$100.10	\$105.88	\$127.05	\$46.00	N/A	\$68.00	\$98.00	\$112.00
40x60	\$96.90	\$117.30	\$132.60	\$140.25	\$168.30	\$48.00	N/A	\$88.00	\$110.00	\$120.00

48 Hour Rush Service - Add 50%

*Rush services are limited to metal framing and the availability of production during normal weekday hours. Box Framing requires 7 working days. Discounts are available for quantity framing jobs. Please call for quote.*

All our mats are individually cut by hand. We use only the finest acid free materials to assure your matted work a long archival life. Our standard mats are made with 4-ply rag board. 6 and 8-ply board is available at additional cost. We also have a large selection of specialty mat boards available by special order. Please check with us for more information on special order materials.

Double layered and multiple opening mats are also available. Cost for this service varies widely, so please call for quote.



## Wood Framing

**Five-Seven Days**

Wood framing provides a classic, natural finish to your fine art and photos. The styles listed here represent a tiny fraction of the available colors and profiles, so check with us to learn about the many other wood framing options. When framing fine art, we recommend conservation mounting and matting. Glazing is available in standard sizes up to 20x24. Conservation, Museum and Reflection Control Glass products are available at additional cost. Single mats are made from four ply acid free museum grade board. Six and eight ply and premium color boards are available at extra cost. When figuring total price, add the cost of mount, mat, frame and glazing.



Style # 1417

Style # 1801

Style # 5112

Style # 8222

Style # 8261

Frame Size	Style #1417	Style #1801	Style #5112	Style #8222	Style #8261	Single Mat	Clear Glass	Clear Acrylic	Clear UV Acrylic	N. Glare UV Acrylic
8x10	\$36.68	\$32.74	\$50.40	\$46.80	\$44.33	\$5.00	\$3.00	\$3.50	\$5.00	\$6.00
11x14	\$49.51	\$44.20	\$68.04	\$63.18	\$59.84	\$7.00	\$5.00	\$7.00	\$10.00	\$12.00
16x20	\$69.68	\$62.20	\$95.76	\$88.92	\$84.22	\$12.50	\$9.00	\$14.00	\$20.00	\$24.00
20x24	\$84.35	\$75.30	\$115.92	\$107.64	\$101.95	\$20.00	\$15.00	\$22.50	\$30.00	\$36.00
20x30	\$95.36	\$85.12	\$131.04	\$121.68	\$115.25	\$28.00	N/A	\$26.00	\$38.00	\$44.00
24x30	\$102.69	\$91.67	\$141.12	\$131.04	\$124.11	\$32.00	N/A	\$32.00	\$47.00	\$53.00
24x32	\$106.36	\$94.94	\$146.16	\$135.72	\$128.54	\$32.00	N/A	\$30.00	\$45.00	\$51.00
24x36	\$113.69	\$101.49	\$156.24	\$145.08	\$137.41	\$35.00	N/A	\$39.00	\$57.00	\$68.00
30x40	\$132.03	\$117.86	\$181.44	\$168.48	\$159.57	\$36.00	N/A	\$52.00	\$64.00	\$75.00
30x45	\$141.20	\$126.04	\$194.04	\$180.18	\$170.65	\$46.00	N/A	\$68.00	\$98.00	\$112.00

48 Hour Rush Service - Add 50%

*Rush services are limited to metal framing and the availability of production during normal weekday hours. Box Framing requires 7 working days. Discounts are available for quantity framing jobs. Please call for quote.*



All our mats are individually cut by hand. We use only the finest acid free materials to assure your matted work a long archival life. Our standard mats are made with 4-ply rag board. 6 and 8-ply board is available at additional cost. We also have a large selection of specialty mat boards available by special order. Please check with us for more information on special order materials.

Double layered and multiple opening mats are also available. Cost for this service varies widely, so please call for quote.

## Box & Specialty Framing

**Seven-Ten Days**

Box frames add a modern, clean look to your photographs and fine art works. Available in several styles, our box frames are custom made for each order thus permitting a wide variety of accent colors, frame depths and sizes. Prints are permanently bonded to high quality Masonite hardboard, acrylic or polystyrene. Lacquer spray\* or cold laminate finish protects your image. Box, floater and shadowbox styles are available. Painted Box & Floater frames are available in hundreds of accent colors.



Frame Size (inches)	NorBoard or Gator Plaque Style Frame with Painted Sides	Masonite Box-frame, or Floater with Painted Sides & Lacquer	Masonite Box frame, Floater or Shadowbox with Laminated Sides	Gallery Wrap Box - Frame of Studio Giclée Canvas Print	Facemount Plexi w/ Box Frame or Floater with Laminated Sides	Cold Laminate Only
8x10	\$32	\$38	\$57	\$42	\$76	\$10
10x15, 11x14	\$39	\$45	\$67	\$50	\$84	\$12
12x18	\$45	\$51	\$73	\$55	\$95	\$15
13x20, 14x18	\$49	\$55	\$78	\$61	\$103	\$17
16x20	\$52	\$59	\$81	\$65	\$106	\$21
16x24	\$58	\$66	\$84	\$72	\$114	\$22
20x24	\$68	\$74	\$87	\$81	\$118	\$24
20x30, 22x28	\$75	\$84	\$99	\$92	\$141	\$26
24x30	\$81	\$89	\$105	\$98	\$146	\$27
24x32	\$88	\$93	\$107	\$105	\$152	\$32
24x36	\$92	\$99	\$118	\$112	\$162	\$35
30x40	\$120	\$132	\$164	\$145	\$220	\$46
32x40	\$129	\$139	\$174	\$155	\$235	\$50
30x45	\$149	\$165	\$180	\$172	\$240	\$54
40x60	\$195	\$215	\$330	\$238	\$445	\$94

## Personalized Photo Gifts

Three– Seven Days

Personalized Photo Gifts are treasured mementos for birthdays, Mothers and Fathers Days, Weddings and Anniversaries and other special occasions. They are also uniquely suited for use as business promotional items, premiums, awards and attention getters at trade shows or other public events when you want your name or image to make a lasting impression. Uphoto offers a complete line of personalized photo items, made individually by hand with your special photo or promotional image.



This versatile bib style apron can be used for cooking, gardening, hobbies and other activities. Decorated with your favorite photo, logo or phrase, this makes a great gift. Made of 100% polyester. Has two pockets on the bottom with ties in the back.

**Polyester Apron** **\$16.95**



Hanes Soft Link T Shirts are made from Diamond Knit 6.0 oz 100% micropolyester on the outside and 100% ring-spun cotton on the inside for maximum comfort. Fully customizable with your photo, logo or phrase. These economical and comfortable light weight shirts make an ideal gift for anyone. Both styles are available in S-M-L-XL & XXL In white, or Ash

**Soft Link T-Shirt** **\$16.95**



Handy Tote Bag that is great for students, hobbyists, etc. Decorated with your favorite photo, logo or phrase, this sturdy bag makes a great gift. Made of 100% polyester. Price includes printing on one side.

**Polyester Tote Bag** **\$11.95**



Put your photo, logo or phrase on this high quality mouse pad, and get noticed ever time the computer is used. Made of sturdy, non slip neoprene covered with a polyester top.

**Mouse Pad** **\$12.25**



Fun for everyone, your friends & family can piece together those special memories. Personalized photo puzzles are always a big hit.

**Photo Puzzle** **\$11.95**



A timely reminder and unique home or office décor item. Available in 4-3/4" diameter desktop version and standard size 9-3/4" diameter hanging wall clock.

**4-3/4" Desk Clock** **\$19.95** **9-3/4" Wall Clock** **\$23.95**



Our personalized 11 oz. photo mugs are Made in the U.S.A. and are dishwasher & microwave safe. This mug holds an extra large beverage while proudly showing your photo, logo or phrase.

**11oz. USA Ceramic Mug** **\$14.95**



These oversized 15 oz. photo mugs are Made in the U.S.A. and are dishwasher & microwave safe. This large mug holds nearly 2 regular cups of coffee or tea while proudly showing your photo, logo or phrase.

**15oz. USA Ceramic Mug** **\$15.95**



Make your commute fun with this 14 oz. stainless steel travel mug. Features a spill-proof slide open top and easy grip handle with thumb rest and is tapered to fit a standard cup holder.

**Stainless Steel Travel Mug** **\$17.95**



We can transfer your image or logo directly onto deluxe ceramic tiles with remarkable clarity and rich saturation. Photo tiles can be framed, or incorporated into other gift items like keepsake boxes or trivets. Tiles and mosaics can even be installed as part of a wall or table design, limited only by your imagination..

**4x4 Tile \$6.95 6x6 Tile \$9.95 8x8 Tile \$ 13.00 8x10 Tile \$15.00 12x12 Tile \$19.00**

## The Giclée Fine Art Print

A Giclée (zhee-clay) is a fine art inkjet print produced to exacting standards on archival media substrates. The process was pioneered in the early 1990's by rock legend Graham Nash and his business associate Mac Holbert. By modifying proven printer technology and combining it with their proprietary pigment inks, they ushered in a new era of fine art print making. To distinguish their new process, they coined the term "Giclée", which was derived from the french verb gicler meaning to spray or squirt, which describes the function of the printhead. Today, the term Giclée suggests a superior elevation in the printmaking craft. Images are captured as high resolution digital scans and then printed with pigmented inks onto archival papers and other materials with fade resistance of 50 - 120 years under average indoor light conditions. When combined with superior craftsmanship, the Giclée process provides better color accuracy and permanence than other means of reproduction.

Giclée's are advantageous to artists who find it is not feasible to mass produce their work, but still want to create limited editions of their art as needed. Once an image is finalized and archived, additional reproductions can be made with minimal effort and cost. Thus the up-front cost of mass production is greatly reduced and printing is done on demand. Another tremendous advantage to Giclée printing is that art can be reproduced to almost any size and on various media, giving the artist the ability to customize prints for a specific client or purpose. Multiple sizes can be produced to fit marketing needs.

The process begins with digital capture or scanning. We photograph your art with our Phase One PowerPhase FX Scanning back, which is one of the world's highest resolution capture devices. An image captured by the FX can hold more information than 8"x10" sheet film and can deliver more accurate color with a wider dynamic range. Alternatively, we can scan client supplied large format transparencies with excellent results. Smaller flat art up to 11"x17" can be captured in high resolution on one of our professional flatbed scanners.

The second step is image setup, correction and manipulation. This is when we remove dust or other unwanted artifacts from the scan or digital capture. Flaws in the original can be corrected, or local color and density corrections to specific areas can be made. We strongly encourage artist input during this part of the process as it will greatly improve the chances of producing the best reproduction. This is also where we establish final size, border configurations, and select the print media.

Once the artist is satisfied with the "soft" proof on the computer workstation, we make a Giclée proof print on the selected media to verify the corrections made in the setup process. Slight variations sometimes occur between the computer's screen and the printer and media, and this is the best way to find out if anything needs to be changed. It may be necessary to make a new proof after any corrections are made. Once final approval is given, we ask the artist to sign the back of the selected proof, and this will be held for color match to the final print.

At last, the full size Giclée print is produced on one of our wide format Epson printers. The image is archived for future use, and a CD is produced for the artist as a backup.

### Fine Art Studio Giclée Setup Fee

**Five-Seven Days**

#### **Small Format Studio Giclée Reproduction**

**\$59.00**

Designed for standard size originals 11x17 or smaller that can be scanned on our flatbed scanner. Price includes image capture of one un-framed standard size original, basic image clean-up, color correction and artist consultation of up to 1/4 hour, plus two identical 8x10 or 8x12 color proofs on rag media. One proof will be retained for color approval, and the other is an artist's proof. Finalized images are archived for future use and backed up on Gold Archival CD for the artist. Choose the media and final size for your *Studio Giclée Prints* from the schedule on the reverse page.

#### **Medium Format Studio Giclée Reproduction**

**\$75.00**

Designed for standard size originals larger than 11x17 that cannot be scanned on our flatbed, but no larger than 16"x24" . Price includes photography and image capture of one un-framed standard size original, basic image clean-up, color correction and artist consultation of up to 1/4 hour, plus two identical 8x10 or 8x12 color proofs on rag media. One proof will be retained for color approval, and the other is an artist's proof. Finalized images are archived for future use and backed up on Gold Archival CD for the artist. Choose the media and final size for your *Studio Giclée Prints* from the schedule on the reverse page.

#### **Large Format Studio Giclée Reproduction**

**\$95.00**

Includes photography and image capture of one un-framed standard size original up to 20"x30", image clean-up, color correction and artist consultation of up to 1/4 hour, plus two identical 8x10 or 8x12 color proofs on rag media. One proof will be retained for color approval, and the other is an artist's proof. Finalized images are archived for future use and backed up Gold Archival CD for the artist. Choose the media and size for your *Studio Giclée Prints* from the schedule on the reverse page.

#### **Grand Format Studio Giclée Reproduction**

**\$139.00**

For oversize originals that require special studio setup. Price includes photography and image capture of one un-framed original up to 40"x60", image clean-up, color correction and artist consultation of up to 1/4 hour, plus two identical 8x10 or 8x12 color proofs on rag or canvas media. One proof will be retained for color approval, and the other is an artist's proof. Finalized images are archived for future use and backed up Gold Archival CD for the artist. Choose the media and size for your *Studio Giclée Prints* from the schedule on the reverse page.

Studio Giclée prints represent the ultimate in photographic and Fine Art printing and are considered to be one of the highest quality fine art reproduction methods currently available. These prints offer outstanding color reproduction and long term image stability. A Giclée print can provide the closest possible reproduction of artwork, even down to the texture of the original media. It's no wonder that world wide, so many museums and collectors proudly exhibit Giclée prints.

Our Studio Giclée prints are produced exclusively using pigment based archival inks, on Giclée certified printers and only on carefully selected archival materials from premium manufacturers. Our state of the art equipment and many years of experience allow us to produce these one at a time creations at a reasonable cost without sacrificing our high standards of quality.

Prices listed do not include the cost of file setup, manipulation, photography of original art, scans, or artist proofs which are all available at additional charge. File setup, image manipulation and color testing is billed at \$80 per hour, in 1/4 hour increments, with a \$20 minimum setup charge. We strongly encourage artist participation in this part of the process. When figuring cost, round up to the next standard print size to include borders. *Special order media is available at additional cost.*

**All prices listed below are for single copies. Duplicate prints are available with the following discount; 2-10 additional, less 25%; 11-24 additional, less 30%; 25-49 additional, less 35% and 50 or more, less 40%.**

Print Size	Ilford Galerie Photo Grade Pearl	Sunset Cotton Etching Rag	Sunset Textured Fine Art	Hahnemuhle Photo Rag or William Turner	Hahnemuhle German Etching or Bamboo Fibre	Artist Cotton Satin Canvas
8x10 (or smaller)	\$10.00	\$15.00	\$14.00	\$18.00	\$20.00	\$19.00
11x14	\$18.00	\$25.00	\$24.00	\$31.00	\$33.00	\$32.00
12x18	\$22.00	\$31.00	\$29.00	\$39.00	\$42.00	\$40.00
16x20	\$32.00	\$43.00	\$41.00	\$54.00	\$57.00	\$56.00
20x24	\$44.00	\$60.00	\$57.00	\$75.00	\$80.00	\$79.00
20x30	\$55.00	\$76.00	\$72.00	\$94.00	\$100.00	\$98.00
24x30	\$61.00	\$84.00	\$80.00	\$105.00	\$112.00	\$110.00
24x36	\$67.00	\$94.00	\$89.00	\$116.00	\$124.00	\$122.00
30x40	\$86.00	\$119.00	\$113.00	\$148.00	\$158.00	\$155.00
30x45	\$106.00	\$146.00	\$138.00	\$180.00	\$192.00	\$165.00
40x40	\$115.00	\$159.00	\$150.00	\$196.00	\$209.00	\$175.00
40x60	\$125.00	\$173.00	\$205.00	\$215.00	\$229.00	\$225.00
44x70	\$175.00	\$242.00	\$228.00	\$296.00	\$315.00	\$310.00

**Ilford Galerie Photo Grade Pearl** is a 9mil (280 g) premium photographic quality paper that reproduces your digital images with stunning results. The heavy weight (Luster) pearl surface produces brilliant prints with very little glare and reflection in direct lighting situations. Excellent archival life and durability make this paper an outstanding economical choice for fine art photography.

**Sunset Cotton Etching Rag** is a 285g paper with a relatively smooth surface. It is a bright white paper made of 25% Cotton liners and 75% Alpha Cellulose. This economical paper meets the Fine Art Trade Guild Standards for Limited Edition Prints.

**Sunset Textured Fine Art** is a 310g natural white finish paper with a coarse structured surface equivalent to traditional watercolor paper. This economical paper meets the Fine Art Trade Guild Standards for Limited Edition Prints (otherwise known as the Blue Wool 6 test).

**Hahnemuhle Photo Rag** is a mould-made 308g 100% Smooth Rag paper with a bright white surface making it ideal for fine art use, and is especially well suited for reproducing charcoal drawings and pastel work. It is ideal for printing black and white photographic images that faithfully reproduce traditional photo rag papers.

**Hahnemuhle German Etching** is a 310g mould-made, acid free etching paper with a moderately textured surface making it ideal for images which are highly detailed.

**Hahnemuhle William Turner** is a natural white 310g mould-made 100% Rag paper with a light stipple, yet smooth surface that is perfect for detailed work and watercolors.

**Artist Cotton Satin Canvas** is a 19mil, (350 g) woven cotton fabric that is ideal for fine art reproductions that will be stretched and mounted. Although it is water resistant, we strongly recommend finishing this canvas with lacquer or Liquitex coating to seal and protect your Giclée.

All aspects of our developing are carefully controlled and adhere to the strictest standards. All E-6 film is processed on professional dip and dunk (rack and tank) equipment insuring nothing touches your film but fresh, carefully monitored chemistry. E-6 push and pull processing is available from 1.5 stops under to 3 stops over in 0.25 stop increments.

35mm film is returned in plastic slide mounts with sequential numbering and dating. Up to eight lines of custom imprinting is available at additional cost. Film can be returned uncut in archival sleeves or in *Print File™* archival pages at additional cost.

### Transparency (E-6)

**Wednesday**

Film Size	Dev Only	Dev & Mount
35mm 24 Exp	\$6.75	\$7.95
35mm 36 Exp	\$9.00	\$9.95
120	\$7.00	N/A
220	\$11.50	N/A
4x5 Sheet	\$2.50	N/A
8x10 Sheet	\$6.00	N/A

- Clip Test \$4.00 each.
- 3-hour service 2:00 PM - 4:00 PM. (Add \$50 set up for unscheduled runs.)
- \$2.00 per sheet/roll for Push/Pull. \$5.00 minimum per increment.
- Sleeve in Print File Page, \$1.00 per cut page, \$1.50 per mounted page
- Custom slide imprinting, \$2.00 setup per line + .05 per mount. Imprint includes alpha-numeric characters and sequential numbering.

### Color Negative (C-41)

**Wednesday**

Film Size	Dev Only	Dev w/ Service
35mm 24 Exp	\$5.00	\$4.00
35mm 36 Exp	\$6.00	\$4.80
120	\$5.00	\$4.00
220	\$8.00	\$6.40

### Black & White

**Wednesday & Friday**

Film Size	Develop
35mm 24 / 36 Exp	\$6.00
120	\$6.00
220	\$9.00
4x5 Sheet	\$3.50

- 3-hour scheduled service 12:00 PM - 4:00 PM. (Add \$25 set up for unscheduled runs.)
- Film in after 4:00 PM will be run the next scheduled processing day
- Sleeve in Print File Page, \$1.00 per page

**Due to declining film volume, we currently offer our processing services on a limited basis, as indicated. Unscheduled special runs are available at additional cost.**

### Pro Develop, Proof, & Roll Scans **3-5 Days**

This professional grade service is available from 120, 220, and 35mm roll films. Ideal for events like weddings, negatives are scanned and corrected as necessary before digital printing. Prices are for full rolls. Unprintable frames will be credited. Roll and frame numbering is imprinted on the back of each print. Price shown *includes* C-41 Developing.

Film Size	Proof Size	C-41 Develop & Proof Print	Develop & Low Res Scans	Develop & Med Res Scans	Develop & High Res Scans
135/24	4x6	\$16.96	\$12.40	\$22.00	\$40.00
135/36	4x6	\$24.24	\$17.40	\$31.80	\$58.80
120/10	4x5	\$10.90	\$9.00	\$13.50	\$19.00
120/12	5x5	\$12.28	\$10.00	\$15.40	\$22.00
120/16	4x5	\$15.04	\$12.00	\$19.20	\$28.00
220/20	4x5	\$20.20	\$16.40	\$25.40	\$36.40
220/24	5x5	\$22.96	\$18.40	\$29.20	\$42.40
220/32	4x5	\$28.48	\$22.40	\$36.80	\$54.40

Duplicate proof prints are available for \$ .19 each

**For only \$2.00 per roll \* extra you can now add Low Res Roll scans to your Process & Proof Orders.**

**\* ADD \$5.95 for CD Archiving of up to 650 MB.**

Prices shown are for scans saved as Level 11 jpegs. Scans saved as TIF's may require multiple CDR's and additional computer time.

**The Frontier scanner does not provide for any automatic dust or scratch removal and images are delivered as is. If requested, re-touching will be added at standard rates.**

### Approximate Pixel Resolution

	Low Res	Med Res	High Res
<b>35mm</b>	1200x1800	2000x3000	3000x4500
<b>6x4.5</b>	1350x1800	2250x3000	3000x4000
<b>6x6</b>	1800x1800	2400x2400	3000x3000
<b>6x7</b>	1800x2100	2400x2800	3000x3500
<b>File Size</b>	6mb	22mb	38mb

## Pro Grade Scans

**Two Days**

Professional grade scans are available from 35mm, 6x4.5, 6x6, 6x7 & 6x9cm cut negatives or transparencies at optical resolutions of up to 4800 ppi. Flat Art up to 12x18, or 4x5 and 8x10 sheet film can be scanned at resolutions up to 3600 ppi. Please specify the desired use, color space, output image size & resolution, and file format. Price does not include image manipulation or cost of storage media. Scans will be burned to CD for \$6.95 per Disc, or DVD for \$15.00 per Disc.

Scan File Size	Transparency	Negative	Flat Art
Up to 25 MB	\$7.00	\$10.00	\$7.00
Up to 50 MB	\$10.00	\$15.00	\$10.00
Up to 100 MB *	\$15.00	\$20.00	\$15.00
Up to 180 MB *	\$20.00	\$30.00	\$20.00
Up to 300 MB *	\$35.00	\$50.00	\$20.00

**\* Not Available from 35mm Films**

**24 Hour Rush Service—Add 50%. 6 Hour Rush Service—Add 100%**

Rush charges are limited to reasonable quantities and to the availability of production during normal weekday hours. After hours open lab time will be charged at \$80.00 per hour week nights, and \$100 per hour on weekends.

## Frontier Roll Film Scans

**Two Days**

Available from standard negative or transparency roll film. Low resolution 35mm scans are sized for 4x6 300 ppi output. Medium resolution scans are 8x12 at 300 ppi, and High resolution scans are at 10x15 300 ppi. 120/220 roll films are scanned at 4x5 or 5x5 300 ppi (low res), 8x8 or 8x10 300 ppi (med Res) or 10x10 or 10x13 300 ppi (high res). Images saved as jpeg files. Up to ten rolls can be saved on one CD (at \$6.95 per CD). *Prices do not include film processing charges.*

Type of Service	Un-Cut Roll, All Frames	Cut Strips, All Frames	Cut Strips, Select Frames
35mm Low Resolution	\$ .35 ea	\$ .75 ea	\$ .95 ea
35mm Med Resolution	\$ .75 ea	\$1.25 ea	\$2.00 ea
35mm High Resolution	\$1.50 ea	\$3.00 ea	\$3.50 ea
120/220 Low Resolution	\$ .50 ea	\$1.50 ea	\$1.95 ea
120/220 Med Resolution	\$ .95 ea	\$1.95 ea	\$2.50 ea
120/220 High Resolution	\$1.50 ea	\$3.00 ea	\$3.50 ea

**24 Hour Rush Service—Add 50%. 6 Hour Rush Service—Add 100%**

Rush services are limited to the availability of production during normal weekday hours.

	Low Res	Med Res	High Res
35mm	1200x1800	2000x3000	3000x4500
6x4.5	1350x1800	2250x3000	3000x4000
6x6	1800x1800	2400x2400	3000x3000
6x7	1800x2100	2400x2800	3000x3500
File Size	5-6 MB	18-22 MB	34-38 MB

This chart illustrates the pixel resolution and approximate file size (uncompressed) of Frontier scans from the indicated film sizes. Files that are saved as JPEG images can be as little as 15% of the size of the uncompressed original. Files can be saved as uncompressed TIF files, but may require multiple CD's or DVD's. When saved as TIF's the cost per CD is \$6.95, and \$15.00 for DVD.

**Digital Copy Services** *Three Days*

Studio digital captures are made using our Phase One Power-phase FX scanning back. Scans of unmatched quality are available from art or photos of almost any size. An image captured by the FX can hold more information than 8"x10" film and delivers more accurate colors and a larger dynamic range. RGB 24 bit files up to 380 MB are possible. Please specify the desired use, final output image size and resolution. Price does not include image manipulation or cost of storage media. *Framed art and/or originals larger than 24" will require additional setup charges starting at \$35. Not available for all types of artwork. Check with our customer service representative for details.*

File Capture Size	Price
Up to 15 MB	\$15.00
Up to 40 MB	\$30.00
Up to 90 MB	\$50.00
Up to 150 MB	\$75.00
Up to 300 MB	\$100.00

**35mm Copy Slides** *Three-Five Days*

Copy slides are custom cropped, color corrected dupes made from slides and larger transparencies up to 8"x10". Standard copy slides are made from flat, same sized originals up to 16"x20". Original works of art require the special attention of our Commercial Copy Services. Please read our notice on Copyright. *Framed art and/or originals larger than 24" will require additional setup charges starting at \$35. Check with our customer service representative for details.*

Qty of Same Size Originals	First	Add'l
One	\$7.50	\$2.00
2-10	\$4.50	\$1.50
11-24	\$3.85	\$1.00
25-49	\$3.00	\$.90
50+	\$2.50	\$.85

**Copyright Notice**

*Artwork or photographs bearing a copyright mark © or other notice of ownership cannot be accepted for reproduction without the written permission of the copyright owner. Federal law strictly prohibits unauthorized reproduction of copyrighted materials, and provides severe civil penalties for anyone found in violation. Customer supplied disclaimers are not acceptable in place of the copyright owners release. Absence of a copyright mark from a professionally made photograph does not imply permission to copy.*

**Frontier Slide Scans***Two Days*

Low resolution 35mm scans are sized for 4x6 300 ppi output. Medium resolution scans are 8x12 at 300 ppi, and High resolution scans are at 10x15 300 ppi. Images saved as jpeg files. Up to 500 low res scans can be saved on one CD (at \$4.95 per CD). *Prices do not include film processing charges.*

Type of Service	1-20 Slides	21-49 Slides	50 + Slides
<b>35mm Slide Low Resolution</b>	\$ 1.50 ea	\$ 1.25 ea	\$ 1.00 ea
<b>35mm Slide Med Resolution</b>	\$ 2.50 ea	\$2.25 ea	\$ 1.75 ea
<b>35mm Slide High Resolution</b>	\$ 4.25 ea	\$3.95 ea	\$ 3.50 ea

**24 Hour Rush Service—Add 50%. 6 Hour Rush Service—Add 100%**

Rush services are limited to the availability of production during normal weekday hours.

## Studio Rental

Our well equipped photographic studio is available for rent by the hour or day. The high ceiling (11') and spacious 21'x24' shooting area make it ideal for many types of commercial photography. The space features a private dressing/makeup room and secure storage area. We maintain a selection of 9' wide paper rolls, fabric, and muslin backgrounds. Props, tables, stands, and many other studio accessories are at your disposal. Optional \* Studio Setup Fee is waived for all first-time users.

The rental fee includes use of three White Lightning Ultra 1800 studio flash units plus soft boxes, reflectors and wireless remote trigger. Primary lighting equipment is ceiling mounted on a Bogen rail system to provide a safer, cleaner working area. Two free standing Ultra 600 studio flash units are also available for supplemental lighting. Roll paper use charge applies only in the event of damage which renders the background paper unusable.

<b>Hourly Rate</b>	<b>\$40.00 Per Hour</b>
<b>After Hours Rental (By Appointment Only)</b>	<b>\$80.00 Per Hour</b>
<b>Roll Paper Use (Cost for Damaged Paper)</b>	<b>\$2.00 Per Ft.</b>
<b>Studio Setup Fee* (Assistance with Lighting / Backgrounds)</b>	<b>\$25.00</b>

Studio rentals are provided on a first come, first served basis. A non-refundable deposit of \$40 is required upon booking to reserve your date and time. If 48 hours notice is given of a change in date for **weekday rentals only**, we will allow a one-time transfer of the deposit to a new date. However, any cancellation of Saturday rentals results in forfeiture of deposit.

### **FEATURES INCLUDE:**

- ***Rail Mounted Studio Lights***
- ***Private Dressing Room***
- ***Secure Storage Area***
- ***Variety of Backgrounds***
- ***Props and Studio Accessories***
- ***Wireless Flash Trigger***



## Studio Workshops

Want to explore techniques of fashion, portrait, and other types of studio photography? De-mystify your digital camera and learn valuable imaging essentials. Our in-house workshops are conducted by accomplished professionals, and feature "hands-on" demonstrations in a comfortable interactive environment. Since class sizes are limited, pre-registration is required. Call us at 301-937-5510 for the latest offerings, class times and registration information. Additional classes to be announced.

### Introduction to Digital Photography

This three hour class offers a basic introduction to the use and features common to all digital cameras. You will learn how to harness the technology and make it work for you by learning the basics of pixels, resolution, and file formats. Previous experience with a digital camera is not required, but you should have a working knowledge of film based photography. The workshop is conducted in our studio, and each participant will have the chance to practice what they learn with others in the class. Covered topics will be:

- Contrasting the differences of digital and film photography.
- Discussion of the differences between RAW and jpeg workflow
- White balance and basic color management techniques.
- How to prepare a file for output, and different printer types.
- Image editing software. What can be corrected after the exposure.
- How to safely store and manage your images.

Instructor: David Smith

### Introduction to Studio Portrait Lighting

This three hour class is for photographers with basic experience who want to learn the fundamentals of studio portrait lighting. This workshop will demonstrate how to set up three different lighting situations in our studio, and each participant will practice what they learn with others in the class. Covered topics will be:

- One light setup (for dramatic effect).
- Two light setup using a main & fill (for standard use).
- Three light setup using background & color fill (glamour).
- The use of reflectors for fill.
- Use of gel filters for color modification of backgrounds and for dramatic effects
- Introduction to posing techniques.

Instructor: Robin Wright

### Makeup for Photography

Learn makeup application techniques for glamour and traditional portrait photography. Our instructor is a professional model and cosmetologist who will teach you the skills necessary to give your work a more polished look while avoiding costly re-touching. There will be two three-hour sessions held in the Studio at Uphoto. Students are asked to bring a make-up kit with: foundations for a variety of skin tones, powders, concealers, eye shadows, eye pencils or liquids, mascara, false lashes, lip pencils, lipsticks or glosses, a brush set, hand sanitizer or unscented baby wipes, makeup sponges, Q-tips, tissue, witch hazel and a moisturizer for all skin types. There will be some makeup items available for purchase at an additional charge from the instructor.

Instructor: Tracy Banks

**Since class sizes are limited, pre-registration is required. Tuition, book and modeling fees, and class dates to be announced as classes become available. Check our website for updates.**

