

# ProLux Prints

## From Digital Files



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### Technical Data Sheet

ProLux prints are an economical source of high quality photographic prints from digital files. By following these guidelines you can be assured you will receive good looking photographs at a very economical price.

## Availability

### Standard

Available from raster files up to 18 MB or 200 ppi. Files must be saved in PC format. Borderless or 1/4" border only.

### Custom

Available from raster files up to 300 ppi or vector files. Vector files require an additional RIP charge.

### Sizes

Wallet, 3.5x5, 4x5, 4x5.3, 4x6, 5x5, 5x7, 8x8, 8x10, 8x12, 8.5x11, 11x14, 11x17

Note: many digital camera files are proportional to 4x5.3 rather than 4x6.

## Color

We have no way of knowing what the color looks like on your screen and therefore cannot judge if the color is going to reproduce the way you envisioned it. The only way for us to make sure you are getting the colors you want is if you give us something to check the color against. If you are unable to give us something to check the color with, we recommend you order one print before placing a large order. This will allow you to approve the color before making a major investment.

For critical color we recommend Custom ProLux prints. Due to the differences in dyes used we cannot exactly match inkjet prints or prints done on other types of printing equipment.

For more information on making sure your color is right see Robin Technical Data Sheets TDS009 "Color Calibration" and TDS101 "Photoshop Color Settings."

## File Preparation

Files should be RGB saved as 8 bit TIFF, J-Peg, or grayscale. (We cannot print from 16 bit TIFF.) If desired, you can request that color images be printed as B&W or Sepia tone. These files can be in RGB or

Grayscale. Grayscale files should be no larger than 6 MB.

The color space should be converted to sRGB. It is important that you go ahead and convert it rather than just assign it. (Many digital cameras use sRGB as their primary color space so this may not be necessary.)

**Layered files must be flattened and all masks removed.**

**Do not use any compression.**

### File Size

**Standard Prints** from digital are limited to a maximum file size of 18 MB and must be saved in PC format. Files larger than 18 MB must be printed as Custom. Unless you have very fine detail or small type in the image we recommend the following sizes:

Print Size	4x6	5x7	8x10	11x17
MB	2-6	4-9	6-18	18

Images should be saved at 100% of the final print size. This size must be a listed print size. If you need a print size other than one of our standard print sizes you must use the larger print size and add borders to achieve the standard paper size.

If you set the pixels per inch at 200, the file size should be the optimum size for Standard prints. In most cases this provides a satisfactory print. For situations with very fine detail, or small type, you may want to use higher resolutions and order a custom print.

**Custom Prints** should be saved at a resolution of 200 - 300 ppi. Do not save prints at resolutions over 300 or they will have to be resized prior to printing.

Make sure the image is proportional to the print size. If it is not proportional it will cause part of the image to be cropped off. To get larger white borders increase the canvas size and fill it with white (or other color if desired).

When the image is printed there is about a 2% crop (This is approximately 1/16" on all sides. For safety we recommend you set your canvas at 8.25"x10.25" for a borderless 8x10 print). Avoid placing critical elements at the very edge to keep them from getting cropped out or too close to the edge. If it is absolutely imperative that the entire image be printed we recommend the use of LightJet prints.

### **Color Calibration**

Unless your monitor is calibrated, you cannot assume the output will match your monitor. To check your images probe the neutral colors to make sure they are neutral. Also, check your white and black points. Suggested values are 245, 245, 245 for white and 5, 5, 5 for black. If your gray values are neutral in your file, your overall color should be pretty good.

For more on color calibration, see the Robin Technical Data Sheet "Color Calibration."

### **Image tone adjustments**

Extensive color, density, or contrast corrections can cause images to print with a posterized appearance. It is recommended that you check the histogram before sending the image. If it has a fishbone look, you are missing tones and the print may not have good tonal gradation.

### **Scans**

Before you spend a lot of time putting a file together, make sure your scan is of the proper quality. There are many variables that affect the color and overall quality of a scan. These variables can make it difficult to match the original. Unless your monitor is calibrated, you cannot accurately judge the color and/or density. If the quality of your output is critical and you are not sure about the quality of your scans, we can provide you with scans of known quality. As long as you don't change the color, density, or

contrast, your output color should be as close to the original as can be achieved.

Scans should be done in RGB and remain in RGB. Scans done in CMYK for 4-color printing often do not convert well to RGB for digital photo output.

Be cautious not to over sharpen images. If you use too much sharpening it will cause artifacts, posterization, blocking up of highlights/shadows, and halo effects. Once these are present they cannot be removed.

## **Photoshop Files**

### **Internet File Transfers**

You can e-mail files to [jobs@robinimaging.com](mailto:jobs@robinimaging.com), but sending large files by e-mail is not always successful. Some Internet Service Providers will allow files up to 5 MB while others may limit attachments to 3 MB.

If you wish to send us large files using the Internet, we recommend using FTP. To make an FTP transfer go to our website, [www.RobinImaging.com](http://www.RobinImaging.com). On the site there are instructions on how to send files using FTP. When you FTP files, be sure to fax instructions 381-3686 or e-mail them to [jobs@robinimaging.com](mailto:jobs@robinimaging.com).

For those that are intimidated by FTP there is also a drop box on the web site.