

STANDARDS FOR FILE PREPARATION

Chromira Direct Digital Prints - File Preparation

1. Save all files as *RGB*, *TIF* or *JPG* files Mac or PC format. There is no setup charge for properly prepared files.
2. Files that require additional computer time to make print ready will incur additional cost at \$75 per hour.
3. Print sizes should be at final output size or proportional to final output dimensions. If more than one size format is used e.g.: 20x24 and 40x60, include properly cropped files for each format.
4. Flatten images and remove all extra channels.
5. The optimum .tif file resolution of the Chromira is 300 dpi but good results are possible from lower resolutions. If more than one size is needed from same file, choose resolution for largest size. See the chart below for additional info. **If you are submitting digital camera files, there is no need to increase resolution. We will do that for you.**
6. For increased compatibility with us, please use Adobe RGB (1998) as your Working Color Space in Adobe PhotoShop. Files in sRGB are also quite acceptable.
7. We accept files on CD or DVD, and electronically.

SPECIAL NOTE: Ours is a high-resolution photographic process. To insure quality, please double-check your work by viewing files on your monitor at 100% - 200% and closely checking all elements of document, especially type. **The use of some Photoshop filters can result in jagged edges, particularly in curves of type.**

Inkjet Prints - File Preparation

The programs that we use in-house are **Illustrator CS3**, and **Photoshop CS3**. Files may be setup in any of these formats. **All elements of the document should be included with the document: fonts, images, line art, etc. If using drawing programs (Illustrator) please create outlines of all fonts within the document.** This standard also applies to Chromira photographic files.

Indesign files may be used but can not be printed from and will require additional computer time to make print ready and will incur additional cost at \$75 per hour. File types for Inkjet prints can be *EPS*, *TIF*, *JPG*, *PDF*, *PSD* in *RGB* or *CMYK*. Resolution for inkjet can be 150 ppi at final output size for most images. If you are using Indesign you can export as a high res PDF in *RGB* format for Inkjet prints. **Chromira prints must be RGB, TIF or JPG format only.**

FTP your files to Mid-South Color Labs, Inc.

We are pleased to provide (Beehive Sendfile Secure) which allows you to easily and safely upload your digital files via your desktop and then place orders for those images online. This small program is available on our website **FREE OF CHARGE**. Beehive supports both Mac and PC platforms. Simply drag your files over the folder on your desktop, fill out the order form and send. You will receive confirmation by email. The upload speed depends largely on your connection to the Internet. For larger files, we suggest that you have DSL or Cable Service. **DO NOT COMPRESS FILES.** Beehive compresses files on the fly.

To receive your program, log onto www.midsouthcolor.com and choose the download option from the navigation bar on the left side of the web page.

Digital Color Management

We have taken an important step beyond most labs and have installed a comprehensive color management system. The MonacoOPTIX system gives us the ability to profile scanners, monitors and output devices (Chromira) and Inkjet so that we are able to profile scanners for specific devices and then output exactly what we see on our monitors. If you intend to retouch/enhance some or all of your files, we strongly recommend that you at least invest in a monitor profile builder to properly profile your monitor.

Several monitor-profiling programs are available. We are using MonacoOPTIX and are very pleased with the results. The program consists of software and an X-Rite DTP 92 colorimeter and sells for approximately \$300. Output profiles are available for soft proofing in Photoshop. Please let us know if you need help finding a source for these programs.

If you choose not to purchase monitor profiling at the present, or if you would like a calibration file and match print to adjust or finalize your settings to our system, please contact our Customer Service department. This kit will allow you to view a file in Photoshop and see an actual print from that file made on the Chromira. The kit also contains suggestions on how to calibrate your monitor using Adobe Gamma.

Our standard Working Color Space in Photoshop is Adobe RGB (1998). We strongly suggest that you work in and save your work in that space as well as make that your default.

Wallpaper File Setup

When building wallpaper files, all panels must have (1 inch) extra image on the top and bottom of the file. On a Left Panel add (1 inch) minimum to the left side and a Right Panel add (1 inch) minimum to the right side. We ask that you take accurate measurements. Also, please take measurements at various places on the walls to be covered to allow for rooms out of square and the unevenness of countertops, etc that we might hang paper around.

Please take accurate measurements. This will ensure the final product will have professional looking results.