

# Newsletter

May, 2011

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INNOVATIVE  
STRATEGIC  
MARKETING  
CONSULTING

LARGE-FORMAT  
DIGITAL  
IMAGING  
SYSTEMS

## New Epson High-speed 5-color Printers

The all-new 24" and 44" Epson Stylus Pro 7700 and 9700 printers are designed for **Engineering**, **Scientific**, **Press Proofing**, and **Display Signage** applications. By combining the extreme precision of the



MicroPiezo TFP™ print head, with the brilliant UltraChrome Inks, the newest generation of Epson printers give you **performance**, **precision**, and **brilliance**.

The advanced print head produces extremely precise text and line-art, along with brilliant photographic quality, at speeds **twice** as fast as the previous generation. And, with the latest **ink-repelling** and auto nozzle verification technologies, clogged nozzles are virtually eliminated.

You can produce high-resolution architectural plans, precise engineering drawings, extreme photographic GIS mapping output, and brilliant display signage. Never before have **Engineering**, **Scientific**, and **Creative** professionals had such powerful tools, allowing them to print their vision without compromise. Check out all the details at [http://jvhtech.com/whats\\_new.php](http://jvhtech.com/whats_new.php)

## Tip for Window Cling Clear Film

Instead of trying to find nonexistent, clear cling film, use **any** readily available clear, white, backlit film or inkjet cloth, and simply window mount with small double-sided strips of **optically clear adhesive**. The graphics can easily be put up and removed. Works great for seasonal promotions!

## New ColorByte ImagePrint RIP Blog

ColorByte is excited about its new blog: <http://imageprinttoday.wordpress.com>

"Our goal is to bring our readers a wide variety of news and inside information related to the world of photographic printing. You'll find tips on enhancing your output, updates on hot new papers and how they perform, plus in-depth articles on ImagePrint features with real world examples of the RIP being used to improve the output and workflow of users. We'll also be sure to tell you about workshops that offer valuable training in large-format digital printing."

## Effective Marketing is a key to Success

Jack up your large-format **sales** plus provide **irresistible customer service** - so vital in these tough economic times. Please feel free to contact us if you like to brainstorm some **innovative**, invaluable marketing ideas. (It may cost you a bowl of soup.)

## RIP Software Upgrades

You may need to consider whether to keep your RIP software up to date. If the software is a big part of your operation, we generally recommend you keep it current. Upgrades are not only full of **features** and new **color technology** - they also support newer operating systems and upgrade the license **compatibility** to all new printers.

Example from one RIP supplier: ColorByte ImagePrint upgrades are 35% of the price if you're within 3 years from original purchase (or last upgrade), and 50% within 3 to 5 years. Don't wait until it's too late!

## Spring Printer Rebates

Epson 17" 3880 DesignerE - <b>\$300.</b> mail-in rebate - Apr 1 thru May 31
Epson 17" 4900 DesignerE - <b>\$500.</b> mail-in rebate - Apr 1 thru May 31
Epson 24" 7700 - <b>\$750.</b> mail-in rebate - May 1 thru May 31
Epson 44" 9700 - <b>\$1,250.</b> mail-in rebate - May 1 thru May 31
Epson 24" 7890 Std - <b>\$500.</b> mail-in rebate - May 1 thru May 31
Epson 44" 9890 Std - <b>\$1,000.</b> mail-in rebate - May 1 thru May 31
Epson 24"/44" 7890/9890 Des - <b>\$750.</b> mail-in rebate - Apr 1 thru May 31
Epson 24"/44" 7900/9900 - <b>\$500.</b> mail-in rebate - May 1 thru May 31
Epson 7900/9900 ProofingE - <b>\$1,500.</b> mail-in rebate - May 1 thru May 31
Epson 64" 11880 - <b>\$1,000.</b> instant rebate - May 1 thru May 31
Epson 64" GS6000 Solvent - <b>\$4,000.</b> instant rebate - Apr 1 thru May 15

Canon 24"/44" ipF6300/8300 - <b>\$500.</b> mail-in rebate - Apr 1 thru June 30
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Canon 24" ipF6350 - <b>\$550.</b> mail-in rebate - Apr 1 thru June 30
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**EPSON**  
3880 4880 7890 9890  
4900 7900 9900  
11880  
GS6000

PHOTO-QUALITY  
PIEZO-PRINTERS

**Canon**

ipF6350/8300/9100

PHOTO-QUALITY  
THERMAL-PRINTERS



Designjet Z Series

PHOTO-QUALITY  
THERMAL-PRINTERS

**HASSELBLAD**

X1 X5

WORLD'S - BEST  
FILM-SCANNERS

**efi**

MAC/PC-PRINTING  
RIP / SOFTWARE



MAC/PC-PRINTING  
RIP / SOFTWARE



P.C.-PRINTING  
RIP / SOFTWARE

**SEAL**

LARGE-FORMAT  
LAMINATORS

**MOAB** Premier  
ILFORD

**océ** MagiCée  
**PHOTO-TEX**

I N K J E T  
M E D I A