

Newsletter

August 2010

JVH
TECHNICAL
LLC

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INNOVATIVE
STRATEGIC
MARKETING
CONSULTING

LARGE-FORMAT
DIGITAL
IMAGING
SYSTEMS

Digital Festival set for Friday Nov 12, 2010

Learn about **large-format** digital printing, RIP/printing software, digital copy stands, Photoshop, profiles/color management, print finishing, and marketing strategies. **Enhance customer service** and **increase your business** by strategically **positioning** your company and products. See the latest large-format digital printers from Epson and Canon and soak up the latest info from ColorByte, Onyx, Hasselblad, Avery, Premier Imaging, Seal, Microsoft, and Adobe. As usual, we will have several outstanding speakers.

Mark your calendar for **Friday, Nov 12**. The Festival is **educational, fun**, and **free** and will be held at Embassy Suites in Bellevue. OK to RSVP any time - just call Kathy, Carol, Ryan, or John at 425.643.7323 or email us. Complete information on the Digital Festival will be emailed at end of August and posted on www.jvhtech.com

At the Festival, we will also be holding the **7th Annual Digital Print Contest**. This enjoyable, **free**, all-comers-welcome event shows off many of our customers' cool, impressive photography and artwork. For inspiration, see six years of winners at <http://jvhtech.com/winners6.php>

Randy Hufford's Digital Printing Workshop Thursday Nov 11, 2010 in Bellevue, WA

Master Printer and author of the DVD training series "The Perfect Print" **Randy Hufford** will show you all of the latest tips and techniques to take your printing to a whole new level. (Randy's website is www.randyhufford.ivamaui.com) His typical agenda for his \$1,500 5-day workshop is on the next page which we are going to boil out subjects of highest interest to you and us.

In this full **one-day** workshop, he will cover everything from A to Z to produce high quality archival large-format digital prints as well as **how-to-market** prints. By Sept 1, the agenda will be posted on www.jvhtech.com The workshop is held one day earlier and in the **same venue** as the Digital Festival above. Sign-up is \$40 per attendee, a fraction of our actual cost. Lunch is included. OK to RSVP any time.

Exhibition Fiber and Cold/Hot Press in Rolls

New Epson media are now available. We have most in stock at JVH:

- Cold/Hot Press - 17", 24", and 44" rolls
- Exhibition Fiber - 17", 24", and 44" rolls
- Metallic Film for WT9900 - 24" rolls (shrink film is still a couple of months off)

Summer Rebates on large-format Printers

And of course, JVH will include **free** freight, delivery, onsite installation and set-up at your location **anywhere** in the Pacific NW. We will also provide free **training** on the printers, ICC profiles, print drivers, RIP software, and applications. This is also routinely done at no charge. In addition, we can give you various **sample media** you want to try out. We want you to get off on the **right foot** with your new printer!

Epson 3880 - \$300.

Buy a **3880** 17"-wide printer
and get a **\$300.** rebate by mail
- valid for orders placed Aug 1 thru Oct 31

Epson 4880 - \$500.

Buy a **4880** 17"-wide printer
and get a **\$500.** rebate by mail
- valid for orders placed Aug 1 thru Oct 31

Epson 7900 or 9900 - \$1,000.

Buy a **7900/9900 HDR** or **EFI 24"/44"-wide** printer
and get a **\$1,000.** rebate by mail
- valid for orders Aug 1 thru Oct 31

Epson WT7900 - \$1,000.

Buy a **WT7900** white ink 24"-wide printer
and get a **\$1,000.** rebate by mail
- valid for orders Aug 1 thru Sept 30

Epson 11880 - \$1,000.

Buy a **SP11800** 64"-wide printer
and get a **\$1,000.** rebate by mail
- valid for orders Aug 1 thru Sept 30

Epson Media

Buy 2 rolls of **Hot Press** or **Cold Press** Fine Art
and get one **free** roll

Buy 2 rolls of **Exhibition Fiber Paper**
and get one **free** roll

Buy 2 rolls of **Standard Proofing Paper SWOP 3**
and get one **free** roll

- valid for orders placed by Sept 30

Canon 6300/6350 - \$700/\$750.

Buy a **ipf6300** or **6350** 24"-wide printer
and get a **\$700/\$750.** mail-in rebate
- valid for orders placed by Sept 30

Canon 8300 - \$900.

Buy a **ipf8300** 24"-wide printer
and get a **\$900.** mail-in rebate
- valid for orders placed by Sept 30

EPSON
3880 4880 7880 9880
7900 9900
11880
656000
PHOTO-QUALITY
PIEZO-PRINTERS

Canon
WS100/6100/8100/9100
PHOTO-QUALITY
THERMAL-PRINTERS

hp
DesignJet Z Series
PHOTO-QUALITY
THERMAL-PRINTERS

HASSELBLAD
X1 X5
WORLD'S-BEST
FILM-SCANNERS

wacom
DISPLAY
PEN-TABLETS

ColorByte Software
MAC/PC-PRINTING
RIP/SOFTWARE

ONYX
PC-PRINTING
RIP/SOFTWARE

SEAL
LARGE-FORMAT
LAMINATORS

Hahnemühle
FINEART
moab
ILFORD

océ **MagickLee**
PHOTO-TEX

I N K J E T
M E D I A

Randy Hufford's Typical 5-day Digital Printing Workshop

(the JVH Festival November 11 workshop will only be for 1 day)

Copied from Randy's website:

"Master Printer and Author of the DVD training series "The Perfect Print" Randy Hufford will mentor you with all of the latest tips and techniques to take your printing to a whole new level. He will cover everything from a to z to produce high quality archival digital prints. This is a 5 day hands on class where you will learn steps from a master printer how to get quality predictable results. This workshop is a pre-requisite for the Randy Hufford Digital Mentoring Program. Class is limited to 6 students. Cost for class is \$1,495. This 5 day total immersion workshop includes daily lunches and lab fees. It will include these subjects:"

Technical

Ink and Media

How to choose a printer Canon vs Epson vs HP

Manufacturer printer drivers vs. third party RIP

What is a third party rip

Image Print RIP

Soft proofing

Print matching

Monitor profiling

Monitor optimization

X-Rite ColorMunki

X-Rite I1photo

What is a profile? Printer profiling

Custom Building a printer profile

Hand reading Patches

Automated patch reading

Preparing files to print

What Res should I print at?

Reducing noise

Sharpening

Color balance

Enhancement Techniques

Shooting for Photoshop

HDR

Panoramas

Processing these images in Photoshop and Photomatix

How to choose media to best match your application

The Manufacturing Process of media

Printing on Canvas Media

Printing on Fine Art media

Printing on Watercolor media

Fine Art Prints

Hand tearing fine art prints

Benefits of hand tearing prints

Finishing solutions for fine art prints

Setting your self apart from the competition

Mounting solutions

Pro Edge framing solution

Gallery wrap

Photoshop technique to produce a gallery wrap

Automated solutions

Coating Canvas

Spraying

Hand rolling

Embellishing

Art Coatings – brush-on, spray-on, roll-on

Preservation framing techniques for canvas/fine art prints

Mounting on fomecore, gatorboard and acrylic

Stretching Canvas

Stretcher bars

Gallery wrap vs. Standard stretcher bar

Hand stretch a canvas

Automated Stretching Machine

Finishing touches

Marketing and selling your printing services

As a Artist/Photographer

As a Service Bureau

Ways to Increase your sales and print volume

Negotiating with Galleries and other venues

Limited Editions

How to set up a Limited Edition

Making your own Certificate of Authenticity

How to use this tool to increase value of your prints

Portfolio

Why is a portfolio so valuable?

Presentation ideas for Portfolio's

Getting your images & services in front of qualified clients

Gathering names of Fine Art Photography collectors

How your portfolio can increase your client base