

McGreevy

PROLAB**& ProPress**

Professional Quality Photo Lab & Press Printing Services

518-426-1039

Chromira Prints (page 1 of 2)**ZBE Chromira Digital Printer**

The Chromira digital LED printer recently won the DIMA "Digital Printer Shoot-Out" beating out both the Lambda and LightJet printers as the best continuous tone photographic printer in the world. Prints made on the Chromira are absolutely breathtaking; pinpoint sharpness from corner to corner, exquisite highlight and shadow detail, deep blacks, and superbly accurate color balance.

The Chromira is essentially a hybrid process which combines digital imaging with a time tested traditional medium. Using red, green and blue light emitting diodes (LED's) the Chromira exposes traditional photographic paper at 300 ppi with a 24 bit color depth. ZBE's proprietary Resolution Enhancement Technology further improves each pixel for a visual resolution of 425 ppi. This advanced feature does away with the lower color fringing created by many printers, making images look more natural. Once exposed, the photographic paper (Fuji Crystal Archive w/ 75yr. archival rating) is processed using standard RA-4 color chemistry. Chromira prints have the look and feel of a traditional enlarger print, with the flexibility, control and consistency offered by digital. It truly is the best of both worlds.

The quality of the final print is greatly effected by the source and preparation of the digital file. Many factors come into play, especially when printing large. File type, size, resolution, profiling, and color management are just the beginning. Our skilled technicians are well versed in all aspects of file management and will work hard to ensure your image prints to the very best of it's potential. If your original is film or flat art, high quality scanning is essential. We have a full line of professional scanning equipment and can advise you the best method to suit your needs. The price of scanning is not included in the print price.

**We offer two levels of Chromira printing ("Custom" & "Print Ready").
For a complete description of each, see the following page.**

	Custom 1'st	Print Ready 1'st		2+	5+	10+
8x10	12.00	9.00		9.00	6.75	5.06
11x14	16.00	12.00		12.00	9.00	6.75
12x18	21.50	16.13		16.13	12.10	9.08
16x20	30.50	22.88		22.88	17.16	12.87
16x24	34.75	26.06		26.06	19.55	14.66
20x24	41.50	31.13		31.13	23.35	17.51
20x30	49.25	36.94		36.94	27.70	20.77
24x30	56.25	42.19		42.19	31.64	23.73
24x36	63.75	47.81		47.81	35.86	26.89
30x30	66.50	49.88		49.88	37.41	28.05
30x40	83.25	62.44		62.44	46.83	35.12
30x45	93.75	70.31		70.31	52.73	39.55
30x50	104.25	78.19		78.19	58.64	43.98

Turn-around:
2 days at 4:00pm

Rush +50%
Next day at 4:00pm

Rush +100%
Same day at 4:00pm
Must be in by 10:00am

Options:

- Glossy or Matte
- Color, B&W or Sepia
- CD burn = \$6.00
- Gang - add \$10.00
- See "Digital Retouching"
- See "Mounting & Laminating"

- Price does not include scan of original film or art.
- Purchase a CD burn of the final corrected images - \$6.00
- For larger sizes or higher quantities please call for prices.

Prices are subject to change.

376 Broadway, Albany, NY 12207 www.mcgreevyprolab.com Mon. - Thurs. (8:30 to 5:30), Fri. (8:30 to 5:00)

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Chromira Prints (page 2 of 2)**Two levels of Chromira printing:**

Print Ready - Exercise total creative control and save money. This service is designed for those who have a working knowledge of Photoshop and operate in a color calibrated environment. **“Print Ready” image files should be ready to run without preview.**

Chromira “Print Ready” Criteria

- Files must be flattened, uncompressed, RGB, .Tiff.
- Files must not have alpha channels.
- Files must be embedded with Srgb, Adobe 1998, or ProPhoto RGB profile.
- Files must be sized in inches to desired print size.
- Files must include borders (if desired).
- Files must be 8 bits color per channel.
- Files should be cleaned at 100% pixel size and color corrected.
- Files will be printed “as is” as provided by the customer.
- Real time interpolation and Chromira printer output profile is provided at time of printing.

Custom - The majority of our customers use this category. All aspects of file management as described above in “Print Ready” are attended to by our technicians. Images are corrected for accurate color, density, contrast, and saturation. Burning, dodging and localized adjustments are performed to achieve the best image quality. Special sizing, cropping, and borders are all done to your exact specifications. For important work it is advised that the customer purchase a CD burn of the final image for safe keeping.

Chromira Volume Square Footage Discounts - “Print Ready” Orders OnlyThis pricing is not available for “Custom” orders.

Entire Order Square feet	12+	24+	36+	48+	60+	72+	84+	96+
Price per Square foot	\$7.50	\$7.03	\$6.56	\$6.09	\$5.62	\$5.15	\$4.68	\$4.21

- Files must be prepared by customer according to the criteria listed above in “Print Ready”.
- Entire job must be on the same paper surface (Glossy or Matte).
- **Add \$2.00** per print for trimming.

Prices are subject to change.