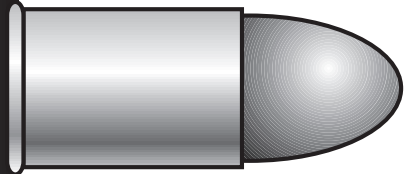


Silver Bulletin

A RIVER CITY SILVER PUBLICATION

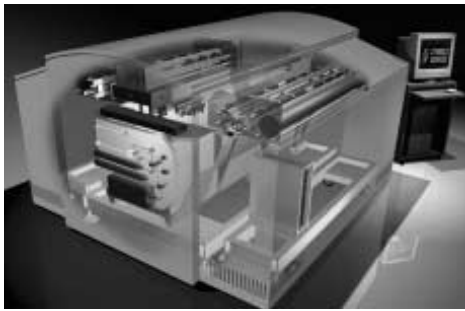


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NEW YEAR'S PRESENT FROM RCS: 20% OFF 11X14 AND 16X20 LIGHTJET

You've heard us say that the LightJet Digital Photographic Printer yields unsurpassed quality over other devices and traditional prints. You know that RCS is proud to have the first and only LightJet 5000 in South Texas. Now, we're putting our money where our mouth is...until March 31st, all 11x14 and 16x20 LightJet Digital prints are 20% off of the list price. Now is the time to try out this exciting new technology.



The main benefit of LightJet Digital Printing is the level of exacting control you have over your images. Images can be cropped, dodged, burned, and manipulated electronically before the print is generated. We can add text and can print with any color of borders desired.

LightJet Prints are Available Now in Glossy and Matte Surfaces and as Duratrans Backlit Display Transparencies.

The direct-to-photo digital printer enhances image sharpness through real-time pixel interpolation. Because the pixels are faithful to the original image, the system can output small files at high resolution with no loss of sharpness. The system also includes a robust PostScript™ RIP for imaging from popular page layout and illustration programs.

The elimination of intermediate film—and its associated film processing—to create enlargements provides a number of advantages over conventional enlargements, including improved image quality, a reduction in time spent handling images, and a decrease in the cost of materials.

If you have questions regarding this service, please contact Hank Auderer, Nancy Love, Paul Vaughn or Scott Martin at 734-2020 or check the back of this newsletter for e-mail addresses.

NEW PRICEBOOKS ARE AVAILABLE!

River City Silver has created new pricebooks for the new year. The books feature a complete list of services, with pricing information, turn-around times and setup instructions for many of our digital services. Also included are addresses, phone numbers and maps for both locations. The inside front cover contains a handy "Quick Contact" chart to make it easy to contact the specific person you need at RCS.

Do you forget when the film runs are? This valuable information is easily at your fingertips.

New for this year is the inclusion of full color photography. We would like to thank featured photographers including Rick Kroninger, Larry Pearlstone, Joe Salazar, Richard Langlois, and Liz Garza-Williams for their courtesy in allowing us to use their images. We're very proud of this newest edition and think it will make a nifty desktop reference for all of our clients.

Do you need an RCS Pricebook? Ask Sales Manager Nancy Love or your customer service representative.



Lots of folks enjoyed the Stereo Slide Show at RCS Northwest presented by Corey Levinson. Thanks to all of you who came out. The bespectacled look is very cool!

QUOTE OF THE MONTH

"All of us at Giles are thoroughly impressed with the LightJet and perhaps more impressed with your skills - it's grand having your talent in San Antonio!"

– Jill Giles, Giles Design

WHAT TO DO WITH HOLIDAY PICTURES

With the holiday season now over, you may think that you missed the opportunity to send out greeting cards to friends and relatives. River City Silver creates custom photogreeting cards year-round, so it's never too late to send out New Year or Valentine cards.

Did you take some great holiday pictures? Now is a great time to get your "classic" family photographs digitized on to CD-ROM with the RCS PhotoCD service. At just \$2 per image, PhotoCD is the most economical, high quality method

to move those great film images into your computer to send as e-mail to loved ones. Some programs even allow you to create a digital photo album from your PhotoCD.

ASMP SEMINAR

The Association of Media Photographers (ASMP) will be hosting a lecture by Selina Oppenheim from Port Authority in Boston. Selina will present her five-step program to help answer questions about your career and business. "The best and most informative business seminar for photography I have ever attended," said one member of the Tennessee chapter of ASMP. The seminar is Thursday, January 21st from 6:30 to 9:30PM at the Southwest School of Art & Craft. The School is located at 300 Augusta in Downtown San Antonio. Admission is free for ASMP members, \$5 for students and \$20 for anyone else.

River City Silver is co-sponsoring the event with Capitol Camera. RCS is providing posters and postcards to the local chapter of the ASMP.

2ND QUOTE OF THE MONTH

"River City Silver did a great job on our presentation work—the LightJet prints were excellent. It was a challenging job, performed under strict deadlines, and you really came through for us."

— Steve Simpson, Star Mountain



Technically Speaking

CALIBRATION FOR LIGHTJET PRINTING

The River City Silver LightJet calibration package is now available at the front desk. It includes a calibration image on floppy disk, an 8x10 LightJet print from that file, along with several Adobe Photoshop settings files and instructions you may find useful.

You can view the file on your own digital imaging system, hold the 8x10 print up next to your monitor (under a 5000K light source if available) and adjust your monitor and video gamma until the print and image on screen match! Windows users can use the new "Adobe Gamma" utility, while we recommend that Macintosh users continue to use the legacy "Gamma" control panel. Adobe Photoshop 5 users can load a custom RGB (Red Green Blue) color space from the disk and learn more about Photoshop 5's new color settings.

Next issue we will cover LightJet printing from PostScript page layout and illustration programs such as QuarkXpress and Macromedia FreeHand, and some additional Photoshop tips.

Silverian in the Spotlight

DARREN ABATE

The new face that you see at the front desk belongs to Darren Abate.

Darren, a native San Antonian, is an experienced photographer with a background that includes professional experience in photographic and print journalism, electronic graphics, desktop publishing, and commercial web design. He has performed work for such clients as the Associated Press, USA Today, the Federal Aviation Administration, and various local newspapers, organizations, and private clients.



Darren comes to RCS from a local Internet advertising and web design firm, where he held the position of Senior Web Designer, specializing in page design and layout, electronic graphics (including Macromedia Flash animation), html authoring, and active media implementation.

Darren is excited about being here, and we're happy to have him. Say "Hello!" when you see him.

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