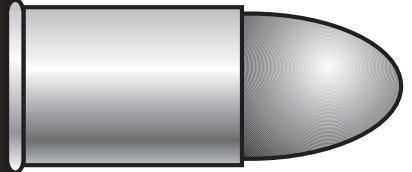


Silver Bulletin

A River City Silver Publication



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RCS Moving to Olmos Park

River City Silver will be saying goodbye to its home of seventeen years at 906 Basse Road to move around the corner to Olmos Park. The new 7000 square foot facility is located at 5103 McCullough Avenue. The new lab features a large lobby and a more efficient production area.



A mock-up of the front of RCS's new photo lab at 5103 McCullough Avenue in Olmos Park.

One highlight of the more efficient space planning is separate darkrooms for Custom Color Printing and LightJet 5000 Digital Photographic Printing. This will alleviate bottlenecks in the workflow of both processes resulting in better and more timely production. "We are installing color-balanced lighting throughout the lab," said Peter Loxsom, RCS's Director of Digital Services. "ISO-compliant lighting in the digital areas of the lab will help us achieve more accurate color matches."



John Randolph pitches in to build RCS's new home.

"I'm most excited about the expanded customer service area," say RCS Production Manager Jaime Chavez of the 1000 square foot lobby. "It will have a nice spacious lobby for customers and a separate area for film pick-up and drop-off. There will be a computer near the front desk to preview customer files and view scans. For our business clients there will also be a conference room to discuss projects in detail."



The Copy Services department will also benefit from expanded space. More room will allow Copy Technician Frank Castillo to photograph larger artwork.

River City Silver's new location is scheduled to be ready at the end of July or the beginning of August, 2001. Stay in touch with RCS to keep up to date on this exciting change.



RCS Jefe, Hank Auderer, directs contractors at the new lab at 5103 McCullough. Hank has been actively participating in the demolition and construction.

Silverians in Space

One of River City Silver's top clients in the last several years is Space Images. Space Images specializes in taking images from NASA and the Hubble Space Telescope, usually in high-resolution digital format, and offering them as photographic prints to customers via the World Wide Web.

The driving force behind the success of Space Images is the close cooperation between SI and RCS. Orders are sent



in digitally or brought in on CD-ROM, with the files being preformatted for the size the end customer is requesting. The photographs are printed on River City Silver's LightJet 5000 Direct Digital Photographic Printer on matte or glossy paper, or as Duratrans backlit display transparencies. The photos are then carefully packaged by Space Images for

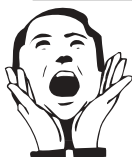


shipping around the world, with customers usually receiving their finished prints in one week.

One of the biggest selling points to Space Images' customers is the photographic nature of the prints. Many prints are available as inexpensive lithographed posters, but the LightJet photographic prints have a beauty and durability that conventional posters cannot match.

Ron Weber, principle of Space Images is a big fan of the LightJet for this work, having previously done all of the printing by himself in his home darkroom. "Even the best darkroom enlargers equipped with the best lenses cannot compete with this direct laser imaging technology," said Weber. The quality is so reliable that Space Images offers a 30-day money back guarantee.

The Space Images web site (at www.spaceimages.com) has previews of images available and runs monthly specials on certain images. Images are available from Space Shuttle missions, the Chandra X-Ray Observatory, the Hubble Space Telescope and the Apollo Missions. Historical images, views of various Earth locations from space and astronaut portraits are also available and there is always one image that is discounted as the *Pick of the Month*.



Technically Speaking

Best Originals for Scanning

One question that we often get from photographers or designers as they embark upon a project is, "what is the best type of film to shoot if I am going to get it scanned?" It is a good question. The standard answer is to shoot the finest grain transparency film possible, typically ISO 100. But like many questions, since River City Silver offers different levels of scanning services, there can be more than one good answer.

For drum scanning, originals need to be transparencies, black & white negatives or prints up to 11x17. The best scans will be off the transparencies or B&W negs—print scans tend to pick up a lot of surface imperfections that may not be evident when viewing the print.

For Kodak PhotoCD scans, originals need to be 35mm film. Slides or negatives work equally well, with accurate exposures working the best. Images that are over- or underexposed will not yield good scans. Originals that have a lot of detail in the dark areas or delicate highlight detail should be drum scanned.

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