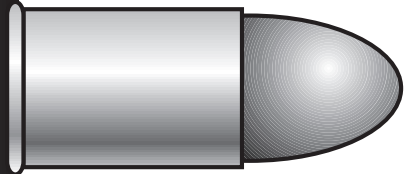


Silver Bulletin

A RIVER CITY SILVER PUBLICATION

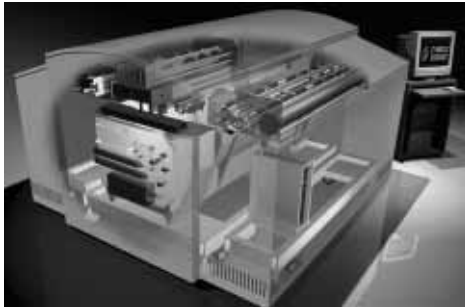


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LIGHTJET PRINTING USHERS IN NEW ERA AT RIVER CITY SILVER!

The long wait is over—the new arrival is here. RCS gave birth to a bouncing baby LightJet Digital Photographic Printer in late September. The Cymbolic Sciences LightJet 5000 adds a versatile new tool to the RCS arsenal. LightJet prints add capabilities and versatility that are unavailable in the darkroom. It can produce incredibly crisp prints and backlit display transparencies.



“The promise of digital photography has always been that you could scan, manipulate and print with no loss of quality,” observed Paul Vaughn, Director of Digital Services, “with the LightJet, that promise has been fulfilled.”

The Lightjet prints with an RGB laser system onto conventional photographic paper. This exposed paper is then processed (RA4) traditionally, resulting in a digital print that has all of the qualities of a photograph. This process allows prints from slides that are almost exact reproductions of the image without the contrast buildup or softness of a Type “R” print or an internegative. Although the LightJet prints at up to 406 dpi, it has an apparent resolution approximately equal to a 4000 dpi halftone.

Technicians from Cymbolic Sciences spent several days at the end of September setting up the hardware and configuring the software. Members of the River City Silver staff have been trained in the use of the new device and the workflow changes involved. If you have questions regarding this device, please contact Hank Auderer, Paul Vaughn or Scott Martin at 734-2020 or check the back of this newsletter for e-mail addresses.

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

AN EVENING OF STEREOGRAPHY AT RCS NORTHWEST

Remember those Viewmaster reels you played with when you were a kid? Remember how real those dinosaurs and spacestations looked? Well, stereophotography is not only still alive and kicking; it's something anyone can do!

Come see how modern and futuristic 1950's virtual reality technology can be as Corey Levinson shows a selection of his stereo slides at the RCS Northwest lab at 4805 Fredericksburg Road on Friday, October 23th at 7:00 PM. Crisp optics, saturated colors and genuine 3-D images can make photography something special, and kids love it!

Many people have seen stereopictures, usually as blue-red double images. These are different from stereoslides which can either be looked at in a viewer or projected on a screen. Projected stereoimages are full color, 35mm images viewed through polarized glasses. The pictures appear as if they are three dimensional scenes being viewed through a window cut in the screen.

Stereophotography is at least 150 years old and although the technology has improved, the principles behind the phenomenon remain the same. For more information on stereophotography, check out the National Stereoscopic Association at <http://www.nsa-3d.org> or the 3-D Yellow Pages at http://www.frii.com/~rkytmem/yellow_pages/yellow.pages.html

There will have a brief explanation of how stereophotography works, followed by a show-and-tell of some different methods for looking at stereoimages, and finish the evening with a short stereo slide show.

Refreshments and polarized glasses will be provided. Call Susan Auderer at 308-8181 for details.



QUOTE OF THE MONTH

“Cymbolic Sciences’ device produced the most faithful interpretation on paper of what my camera had captured on film. Once I saw the difference, I knew I wanted my work done on the LightJet 5000 instead of on the (Durst) Lambda. If quality is the criteria, then Cymbolic Sciences’ printer is the instrument of choice.”

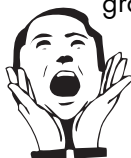
- Bob Gomel, Photographer, Life Magazine

MACHINE PRINTING TO GET SPEED BOOST

River City Silver has purchased a "gently used" Noritsu Machine Printer to be installed at the Main Lab at 906 Basse Road. The new-ish Noritsu 1202 will be dedicated to printing 4x6 proofs from 35mm negatives and should be "at least twice as fast as our existing printer," according to Trae Prado, Machine Print Technician at RCS. It will also be helpful in creating this year's photo-greeting cards. The Noritsu printer will be a much quieter machine and will decrease turnaround times for proofs. "This will make machine printing happier for everyone," says Prado. "It will rule!"

HOLIDAY SEASON APPROACHES RAPIDLY

The Holiday season is always a popular time at photographic labs, and River City Silver is no exception.



Technically Speaking

SETTING UP FILES FOR LIGHTJET

Like all photographic devices, The LightJet 5000 is an RGB device that images with lasers directly to light sensitive photographic materials. There's no need to worry about dot gain, linescreens, and confusing separation parameters. The RGB color space has a larger color gamut than the CMYK color space, so you'll enjoy bluer blue skies, hotter fire engine reds, and more natural greens. Plus, your files sizes will be smaller in RGB than in CMYK!

Here's what to do: In your image editing program set up your image to the size you want it to print. Although the LightJet will print any resolution that a file is set to, we recommend about 300 dpi for excellent sharpness. There is no need to upsample your images, the LightJet will upsample all images to 406 dpi automatically when printing. Be sure to include any borders or white space that you may want in the image file.

Keep an eye on this space, in future months we will covers such LightJet issues as calibration and printing from postscript programs.

Now is the time to start thinking about those Christmas and Hanukkah gifts. Family photographs are often the perfect gift for parents and grandparents, and old photographs brought back to life through RCS's digital restoration processes can be holiday gems. To avoid the rush of early December, place your order now. Digital Restoration often has a lead time of 3 to 4 weeks, so you cannot be too early with these projects.




10% Off
PhotoGreeting Card Order

Present coupon when placing order. Limit one (1) per order.
Coupon expires November 10th, 1998.

CLIP THIS COUPON

Silverian in the Spotlight

RUDY FLORES



Rodolfo A. "Rudy" Flores has been the Production Manager at River City Silver for the past three years. He is a native of San Antonio, graduating from Central Catholic High School and Trinity University, receiving a Bachelor of Arts in 1984. After a brief period of freelancing, he started working at KSAT 12, working his way up to producer/director. His job included working on live television and directing 20 to 30 people at a time. Rudy had a great, but hectic, 11 years in television.

Since joining RCS in 1995, Rudy has metamorphosed his knowledge of video to the medium of photography. He has increased the efficiency and accountability of the staff while keeping his friendly, outgoing style of leadership. Rudy maintains his calm through a potent combination of eastern philosophy and the elation he feels that he doesn't have to direct three live TV News shows every night!

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