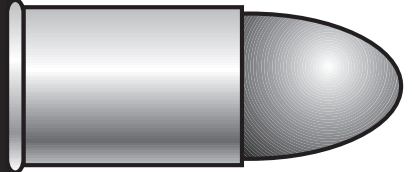


Silver Bulletin

A RIVER CITY SILVER PUBLICATION



Vol. 2, Number 1

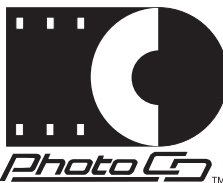
August, 1998

WELCOME BACK SILVER BULLETIN!

After a hiatus of many years, the Silver Bulletin is back in print. Long time friends of River City Silver will fondly remember the old RCS publication which showcased the work of local photographers and featured some rather quirky articles. We will strive to keep our clients, suppliers and friends informed about what's going on at San Antonio and South Texas' premiere digital photographic lab.

PHOTOCD MAKES A BIG IMPACT

With the arrival of the first Kodak PhotoCD workstation is South Texas late last year, River City Silver's clients are getting used to high-quality, low-cost scans with fast delivery. The PhotoCD system gives users five resolutions of each image in a special file call an "image-pac." The file sizes range from a 74kb thumbnail up to an 18mb RGB file that is suitable for many print and photographic purposes. And all this is delivered on a cross-platform, archival CD-ROM with an index print. "We are very excited to be able to provide this service that will benefit so many people, from home users to pre-press professionals," says Paul Vaughn, Director of Digital Services at River City Silver.



RCS's customers could not agree more. "We've tried PhotoCD scans from a number of vendors around the country, and have been very disappointed with the lack of quality and consistency," says Mike White from Digital Design Studio in New Braunfels. "After hearing that your lab had introduced PhotoCD to the Central Texas market, we decided to try your services. We were extremely pleased with your quality and your turn-around. You have our business for life!"

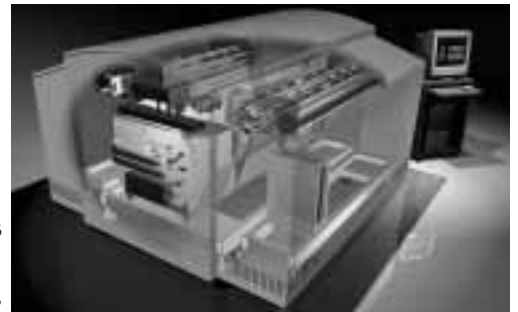
PhotoCD technology can revolutionize the way people deal with images. The applications are as varied as the users, from image archiving, to internet content creation, to multimedia presentations. The staff at RCS will be able to answer your questions regarding this exciting new service, ask about it the next time you're in the lab or check it out on the World Wide Web at <http://www.rivercitysilver.com/scanning.html>.

DIRECT DIGITAL PHOTOGRAPHIC PRINTING IS COMING

River City Silver has been offering LightJet Digital Photographic prints for over a year now, and the response has been overwhelming! Now, RCS has placed an order with Cymbolic Sciences and expects to receive shipment of our very own LightJet 5000 Digital Photo Printer in September of 1998.

"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) conventionally, 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.



LightJet prints are available now in glossy and matte surfaces and as Duratrans backlit display transparencies. Ask to see samples next time you're in the lab, these prints are stunning!

QUOTE OF THE MONTH

"No one person or company has singly moved my business towards a successful new decade than the people at River City Silver. I can now provide my customers with the finest photo and digital services. By adding these services, my customers now call on our shop to provide them with larger and more sophisticated art & display projects. After twenty seven years in business I consider River City Silver one of my strongest assets for continued growth."

- Richard S. Tafolla, Omega Frame

COPY DEPARTMENT HAS MORE SPACE

In July, the River City Silver Copy Department moved out to our NorthWest location at 4805 Fredericksburg Road. This location has twice as much space for shooting large artwork, sculptures and products and services times should not be adversely affected.

Frank Castillo, RCS's own "Super Duper," continues his high quality copy work, featuring copy negatives and transparencies, internegatives, 3-D product photographs, and slide duplicates. The 3-D copywork has generated a lot of interest lately. Frank has shot everything from architectural models to ornamental vases to a live dog. If you can push, pull or drag it in; Frank Castillo is the man to shoot it.

If you have large or delicate artwork, Frank requests you bring it directly to our Northwest Lab.

Call (210) 308-8181 for special arrangements.



Technically Speaking

AN ORDER OF DRUM SCANS TO GO

With the plethora of new options for digital output it is important that your scan be made specifically for the output method. A photographer may get a scan for a 20"x24" continuous tone photographic print, while a designer may intend to print ink-on-paper posters at the same size. These are significantly different processes for which the scans should be "custom tailored". It is important to consider your final product. Will your scans be used for photographic output or pre-press? Will they be used for multimedia development, on-screen presentations or the World Wide Web? This information is critical to the scanner operator to ensure a quality scan that meets your specific needs.

To reach this goal, RCS has a specification sheet to help guide you through this process. Ask for the Scanning Order Form next time you're in need of a scan or download the Adobe Acrobat version from <http://www.rivercitysilver.com/PDF/ScanOrdr.pdf>.

Clear communication is the key to success in any graphic arts project.

ELECTRONIC FILE TRANSFER MADE EASY

River City Silver now has an FTP site available to transfer files electronically. Transferring files electronically is a great low-cost alternative to sending disks via courier. The new site is accessible through the RCS website by hitting the 'Submit Files' button at <http://www.rivercitysilver.com>, where an order form detailing job specifications can be completed. The new form will ensure a trouble-free experience. The Digital Department will be notified within minutes of the file transfer.

FTP, or File Transfer Protocol, is a way of sending or retrieving files over the internet that is much more reliable than sending files as email attachments. You may FTP files through popular web browsers such as Netscape Navigator or Microsoft Internet Explorer.

If you have questions regarding this great new service, please call Paul Vaughn or Scott Martin at 734-3788.



Silverian in the Spotlight

FRANK CASTILLO

Frank Castillo has been an integral part of the RCS family since the fall of 1994. He had been residing in the Sonoma Valley of California, when he decided to return to his home town of San Antonio. His photographic experience includes printing for David Peters, Bob Pierce and Lisa Evans who were published in Professional Photographers of America; and working as animal wrangler with a couple of cougars. The most famous cougar was Chauncy, who starred in the early Mercury commercials. Frank's enjoyment in working with animals eventually led to photographing horses for a ranch in New Mexico.



Frank has whipped the Copy Department into shape, and enjoys the work because of the variety of artwork he sees. He also enjoys sharing his knowledge with artists learning how to photograph their own work. He has helped clients create great images for portfolios and competitions, and he can leap tall buildings in a single bound.

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