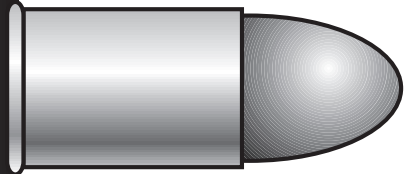


Silver Bulletin

A RIVER CITY SILVER PUBLICATION



Vol. 3, Number 3

August, 1999

NBA GETS AN ASSIST FROM RIVERCITYSILVER

As the San Antonio Spurs were on their march to the 1999 NBA Championships and the entire city of San Antonio was erupting with 'Spursmania,' the technicians at River City Silver were behind the scenes ensuring that the NBA's photographs looked great. RCS processed over 250 rolls of film after the first game of the championship series versus the New York Knicks, in addition to the normal amount of film from San Antonio's finest shooters.



The National Basketball Association began looking for a suitable lab as soon as it became clear that they would be in the Alamo City for the final series in June. RCS was the first place they looked, and after comparison with some of the other options in San Antonio, the NBA's choice was obvious.

River City Silver processed E-6 slide film, C-41 color negative film and Black & White negative film. Contact sheets were made from all of the negatives, and several images were then drum scanned. The scanned images were then retouched to blur the crowd and take out distracting signage. "It was really fun to work on something that will be seen nationwide," said Darren Abate, drum scan operator at RCS. The finished images were then emailed to the NBA in New York City.

RCS MAKES THE SPURS AUTOGRAPH PARTY POSSIBLE

After the San Antonio Spurs stunning victory on Friday, June 25th, the call came in to River City Silver's Director of Digital Services Paul Vaughn. Spurs' photographer D.

Clarke Evans relayed the request that the Spurs needed 200 11x14 prints of the team photo by 9:00am Monday morning. The Monday morning deadline was crucial, with team members dispersing to various locations later in the day for

interviews and vacations. While this could have been a daunting task for many labs, with RCS's LightJet 5000 digital photographic printer the job was knocked out in less than four hours on Sunday June 27th. "We were heroes," said Evans later on Monday.

MIDSUMMER MADNESS! A HOT SUMMER DEAL

We like the LightJet 5000 so much that we had a crazy idea. Why not give prints away at a ridiculously low price all summer long? We know you'll love the quality as much as we do, so River City Silver is running a special for those of you shooting digital cameras this summer. We are offering 4x6 matte surface



LightJet 5000 prints for a mere \$1.00 each! This special is only available for shots from digital cameras.

Bring your digital camera files in on floppies, Zip 100 disks or CD-ROM's; or simply email them to digital@rivercitysilver.com and we will give you the best quality digital photographic prints available!

QUOTE OF THE MONTH

"I write to you from Singapore. I was in San Antonio in February doing work for ArtPace, and we sent negatives to you for enlargement. I spoke to Manager Rudy Flores and I found him to be knowledgeable and reassuring. I was most impressed by the quality of your prints. In spite of shooting on fine resolution Technical Pan Film, I felt that your scanner picked up all the detail of the film and your 30 x 40 LightJet prints are second to none."

– Nicholas Leong, Photographer

906 Basse Road San Antonio, TX 78212

4805 Fredericksburg Road San Antonio, TX 78229

MORE SUMMER FUN WITH THE HOLGA: PLASTIC FANTASTIC CAMERA

River City Silver now has Holgas for sale. The Holga 120S camera is the much desired sister camera of the famous Diana camera coveted by art photographers the world over. Many of today's leading commercial and fine-art photographers use the Holga as their principal camera, not because it is a precision piece of equipment, but precisely because it is not. The Holga is used by successful photographers to create imaginative and innovative images for magazine ads, editorial assignments and for personal work seen on the walls of leading galleries and museums. It is the



Holga's inherent problems—its lack of sharp focus, lens distortion, light leaks, and aberrations—that give it its unique qualities. Light leaks and accidental double exposures make the camera a fun tool, full of surprises. The Holga looks like (and is) a cheap carnival toy, but in the hands of a real artist, it becomes a creative tool. After you have come to know your Holga with a few test rolls of film, you will understand your camera and be able to use it more creatively. To learn more about the Holga, fire up your web browser and go to <http://www.frontiernet.net/~moe/>



Features include: Hot shoe flash sync, uses 120 roll film at 16 6x4.5cm frames per roll. Perfect for classroom instruction, personal image-making, and fine art photos. No batteries required! A steal at just \$16.95 each, ask your customer service representative.

LIGHTJET SPECIAL

All Summer long...4x6 matte surface from digital camera files for one crisp George Washington. Yes, that's right one buck, one dollar, a mere 100 cents. Scorchin'!



Technically Speaking

TONAL ADJUSTMENT IN PHOTOSHOP

One of the most common tasks in computer imaging is tonal adjustment, i.e. making an image brighter or darker or changing the color balance. There are many ways to do this in Photoshop, some working better than others, and they are located under the Image menu. For the new user, the *Brightness/Contrast* adjustment is the easiest, but it is also the most detrimental to the image. *Brightness/Contrast* actually throws away important data in your picture causing loss of detail in highlights and shadows.

The recommended tool to use is the **Curves**. This tool takes more practice, but it gives you finer control and does less damage to your scans. In the **Curves** dialog, set the **Black Point** with the black eyedropper by clicking on the spot of your image that should be totally black. Do the same thing to set the **White Point** with the white eyedropper. There are some images that may not have a Black or White Point, such as a sunset shot. Next you can adjust the brightness by setting a point in the middle of the line on the graph and pulling it up or down to lighten or darken the image. You can adjust the contrast by making the line into an "S" shape. You can even change the color balance by adjusting the curve in the individual color channels. The Curves are one of the most useful tools in Adobe Photoshop.

Silverian in the Spotlight

ELIA ZEPEDA

Back in the Black & White department, River City Silver has a new veteran...Elia Zepeda. A San Antonio native, Elia has six years experience with black and white photography, with about one year at RCS.



Elia was the Photo Editor for her alma mater John Marshall High School's newspaper, where she sharpened her critical and visual skills. Although a tender twenty years of age—and working with some equipment that is older than herself—Elia has progressively built up River City Silver's Black & White department in terms of both quality and productivity.

Elia is currently studying at San Antonio College and she also assists professional photographer Joe Salazar. Let her know if you liked your B&W prints, but don't put a magnet near her head.

How to reach us...

- Hank Auderer, President (hank@rivercitysilver.com)734-2020
- Susan Auderer, CFO (nw@rivercitysilver.com)308-8181
- Rudy Flores, Manager734-2020
- Paul Vaughn, Digital Director (digital@rivercitysilver.com)....734-3788
- Julie Higgins, Bookkeeper732-1192

