

Welcome to the new A&I Newsletter!

We will be bringing you a host of information on photography, photographic technology and the community with our monthly newsletter. As always, our mission is to provide the most professional services available while meeting the highest environmental standards. In this spirit we will offer what can fit on these two pages, but much more will be available every month online at aandi.com/newsletter. We also invite you to contribute to our events listings by emailing us at newsletter@aandi.com

Events

Seminars at A&I

A&I and Image Mechanics are teaming up to bring you monthly and bi-monthly seminars on topics including Book Design, Color Management, Profiling, Direct To Print and more.

Information on each seminar will be posted at www.aandi.com/events.html or you can sign up for our Newsletter eBlast at www.aandi.com.

Journeys | Los Angeles, 2008

An art installation by Marysa Dowling and students from Charles White Elementary School, Berendo Middle School, and Washington Irving Middle School, commissioned by the Los Angeles County Museum of Art in conjunction with [Art Programs with the Community: LACMA On-site](#).

Free

Open to the public Tuesdays–Fridays, 2 pm–5 pm, and Saturdays and Sundays, 12 noon–4 pm. Closed from December 24, 2008, to January 5, 2009.

Charles White Elementary School
2401 Wilshire Boulevard
Los Angeles, California 90057

Art Programs with the Community: LACMA On-Site is made possible through the Anna H. Bing Children's Art Education Fund. www.marysadowling.co.uk/

Portraits of Cambodia

Los Angeles based photographer, Joshua Liberman, spent two months traveling up the Mekong River from the river delta to the heart of central Cambodia.

Instead of the war-torn country he was told he would find, Joshua discovered a culture filled with kindness, generosity and joy. His photos capture the purest essence of the human spirit. In the face of poverty and war, the power of hope and the resolve of peace endure in the people of Cambodia.

The opening reception was held in A&I Hollywood on November 7th. The show will hang at that location until December 8, at which time it will travel to A&I Santa Monica and remain there until January 30.

A 12x12 hard-cover fine art book of the collection can be purchased for the special event price of \$60. Books may be purchased either in-store or online at www.aandi.com/books.

A portion of print and book sales benefit Cambodian Children's Fund: www.Cambodianchildrensfund.org. More of Joshua's work can be viewed by visiting www.thetaoofphotography.com



NEW Counter Intelligence at A&I

You might have noticed

the new Image Mechanics sign in the lobby of A&I Hollywood. We have partnered with A&I to provide the first IT help desk focusing on digital photography. You can now tap into our experience as leaders in digital capture workflow, color, management, archiving and computer consulting. We are calling it "Counter Intelligence" because it is much more than just a help desk. Our goal isn't just to offer help services, it's to create a support community for digital imagery. In addition to contributing to this newsletter, we are building a state of the art blog, offering rentals and teaching workshops.

You can drop by any Mon-Fri 12:00-6:00PM at A&I Hollywood or 10-5 at our Santa Monica studio. Email counter@imagemechanics.com if you would like to schedule an appointment.



About Image Mechanics

Founded in 2003, Image Mechanics is a Los Angeles-based capture company that caters to high-end advertising and celebrity portrait photographers nationwide. The capture specialists at Image Mechanics creatively and seamlessly overcome all obstacles, freeing up both photographers and clients to realize their vision. Image Mechanics is not staffed by the average digital tech, but by an experienced team that offers innovative solutions, not excuses. Customer

satisfaction from the first phone call to the final delivery is what sets Image Mechanics apart. Based on their reputation for being the best in the industry, Image Mechanics has grown from a boutique capture company to a full service digital production studio dedicated to keeping client relations a top priority.

Calumet in Hollywood is displaying photographs by A&I and Image Mechanics.....



Photo By Neil Zlozower

Featuring photographers Frank Worth, Kimo Easterwood, John Fitzpatrick, John Post, Larry Schwarm, Ian Shive, Chris Walter, Alan Weissman, Neil Zlozower, Christopher Anthony McElrath, Rene Russo, Jess Barnard, Dave Nagel, Marta Vassilakis, Florian Schneider, Miranda Penn Turian, Jack Guy, Michael Grecco, Celeste Canino, Dah Len.

An Evening with Sam Abell at A&I Thursday, December 4th

7:30-9pm *Doors open at 7pm
Admission: \$15 General;
FREE Students w/ID
(cash and checks accepted)

Canon Explorer of Light and National Geographic photographer Sam Abell will share his work, technique and passion for photography. A book signing will follow.

Part of an ongoing series of evening presentations featuring some of the most respected and influential photographers in the world. Produced by the Julia Dean Photo Workshops and hosted by A&I Photographic and Digital Services. Sponsored by Canon, USA

For detailed information please call the Julia Dean Photo Workshops at 310.392.0909 or visit juliadean.com.

A&I Holiday OPEN HOUSE

On December 10th from 11am to 5pm
A&I will be hosting it's 1st annual
Holiday Open House.

Promotional Cards at your fingertips

Did you know you can create beautiful eye catching promo cards inexpensively with the A&I short run digital press? With the Indigo press there is no need to pay for the expense of color separations or large print runs. Print your direct mail campaign affordably in manageable batches that are easy to send out and follow up on. Give us your mailing list and we can even print the addresses right on the cards for you! Just go

to the Digital Press Printing page at <https://www.nationsprint.com/clients/aandi-public/> and click on the link for more info. Once you create a username and password you just upload the front and back of your design as a 300dpi jpg, eps or pdf. It is that simple. A run of 50 postcards printed 4 color on the front side with black and white on the back will run you \$37.50. 50 promo cards 4 color on front and back only cost \$45.

Color Calibration by Michael Britt

At this point in history, we are all digital photographers. Whether we shoot film and have it scanned or capture direct to digital, almost all images will be judged and/or manipulated on computer monitors in their production cycle. Unfortunately, there is still a lot of confusion about proper color management and your images stand a good chance of being edited on out of date or improperly calibrated monitors and will often be converted or tagged with incorrect color spaces. The only real protection you have as a photographer is to properly color manage using industry standards. A good place to look for standards is <http://www.Updig.org>. They have set up some guidelines for how digital images should be viewed, delivered and printed. These guidelines still leave some room for interpretation so based on my experience working with top photographers and delivering digital files to ad agencies and magazines, I can offer a more specific answer.

Hardware calibrate your monitor to a White Point of 6500K, Gamma 2.2, & Luminance 120 cd/m2 and choose Adobe RGB 1998 as your color space

in Photoshop. Yes, ProPhoto RGB is a larger color space that can be used to manipulate a greater range of colors but you can't see those colors on today's monitors and most output devices can't print that large of a gamut. Some inkjet



Photo by Michael Grecco

printers can print a good portion of the ProPhoto RGB space but if you can't see what you are editing on screen, I question it's usefulness for everyday printing. Also keep in mind that a lot of today's digital printers like the LightJet, Frontier and Indigo press all print in sRGB color space. This means that any gains you make from editing in ProPhoto RGB are thrown out when converted to sRGB.

Hardware calibrate your monitor to industry standards and your images will have the greatest chance of being viewed or printed consistently when sent outside of your control. Invest in a good calibration puck like the I1 Display or the new x-rite Colormunki or rent one from the Image Mechanics Counter Intelligence kiosk in the A&I lobby. For a limited time, you can also trade in your old calibration puck for a credit towards a Colormunki - <http://www.colormunki.com/rebate?type=photo&lang=en>