

Formed 15 years ago, Lyson is a privately owned British Company which specialises in the development and production of fluids for the inkjet printing industry. Manufacturing is carried out at the company's facilities in the UK and USA.

Lyson prides itself in its development capabilities and constantly strives to push back the barriers of inkjet ink technology. With production in excess of two million litres of ink per year and with over 75% of the

company's sales being for the overseas market, Lyson received the prestigious Queen's Award for Export in 1995.

Lyson maintains a particularly diverse customer base, ranging from industrial manufacturers to digital graphics printers, sign makers, textile designers, inkjet cartridge recyclers, and photographic and fine art professionals. A network of national and local distributors in over 35 countries provides additional sales and support assistance.

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Demonstrating superb print quality

Having now processed over 1000 serious enquiries we received at our stand at *Focus on Imaging 2003*, we have been able to take stock and reflect on the feedback from our busiest show ever.

We set out to show visitors to our stand the overwhelming advantages to professional photographers in using **precision calibrated** Lyson inksets in conjunction with **accurate** colour management on Epson and Canon printers.

We displayed dozens of Raw images taken with the Nikon D100, Canon D30, Fuji S2 Pro and Minolta Dimage 7 provided by Fay Godwin, Clive Tanner and Mike Harvey-Penton and many others, printed **without any Photoshop colour adjustments** to 20" x 36" using Epson 7000/7500 printers with Lyson Fotonic Inks. They

showed how easy fine digital colour printing ought to be – relying entirely on correctly set up printers and using Lyson calibrated inksets and media to produce accurate colour rendering of the original digital capture.

This was the most dramatic visual demonstration of our confidence in the concept that **you can rely absolutely on the repeat accuracy of your Printer/ Lyson Inksets /Lyson Media/ICC Profile combination** to guarantee faithful reproduction of your original captured colour values.

In addition to colour images, we displayed some of the **finest neutral monochrome and subtly toned monotone/ duotone prints shown to date.**

We are grateful to Marilyn Shenton, Heather Angel, Steve Townsend, Joe Bangay and Barrie Thomas among many

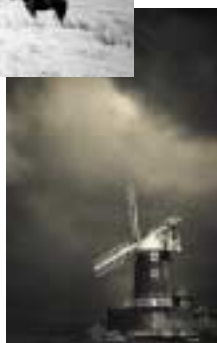
others, who kindly donated their excellent images for us to display as examples of monochrome inkjet printing to darkroom handprint standard – using profiled Epson printers, Lyson Small Gamut toneable monochrome inksets, and a wide range of Lyson's inkjet papers.



Fotonic Colour Images displayed on the stand by Fay Godwin (top), Clive Tanner (left) and Mike Harvey-Penton (below).



Some of Marilyn Shenton's inspiring images displayed on the stand.



MARILYN SHENTON

AMPA, ARPS, LBIPP, Master Photographer of the Year 2001, says: "I use Epson 1160 inkjet printers with Lyson Small Gamut toneable inks and Lyson Fine Art Media. I will shortly be extending my use to Lyson Quad-Black. I have found Lyson products really brilliant and easy to use. They have enabled me to speed up my workflow, as it is possible to look at images immediately without using the traditional darkroom. I have been really impressed with the quality of Lyson inks and paper."

Listening to what professional photographers say they want

"Much lower ink cost"

"I don't want to keep changing ink cartridges"

"Bulk Media Packs for cheaper paper"

"Wider range of media"

"Shoot and print workflow"

"Pigment Ink Longevity"

"Perfect print colour accuracy"

"I like your prints – just tell me what to buy and what to do"

"How can I get my printer accurate – then my monitor?"

"Don't expect me to buy the full version of Photoshop"

Launched at
Focus on Imaging 2003

A major new Lyson product for the Epson 2100

Lyson continuous ink systems (CIS) for the new Epson 2100 running the all-new Lyson Fotonic 7-channel dye-based bulk inkset were shown for the first time at Focus on Imaging 2003.

This gave us the opportunity to talk with many existing users of the Epson 2100, who use the standard consumer brand inkset and media intended for this printer.

Many users remarked on how thirsty this printer is, going through many more cartridges during print runs than they used to experience with earlier generation desktop inkjet printers.

Much lower ink costs

Our answer is to retro-fit the new Lyson CIS bulk feed system (selling for £250+VAT), which enables users to switch from buying ink in cartridge form at a price approaching £1000/litre (!) to a more sensible £160/litre (125ml bottled Fotonic Inks are £20+VAT each), or only £75/litre (1 litre bottled Fotonic Inks are just £75+VAT).

Users also remarked that when using the slow-drying pigment based consumer inks, they were limited to a very small number of paper types.



Epson 2100 fitted with Lyson CIS bulk ink system.

Changing over to the well-proven Lyson Fotonic dye-based seven-channel inkset for the Epson 2100 (which yields certified indoor longevity well in excess of a conventional darkroom print) opens up your options for using your usual selection of favourite inkjet

papers. Also, the Lyson Fotonic inkset for the 2100 does not need separate 'matte and black' inks to print on a wide range of papers, which greatly increases useability.

Another Lyson CIS bulk system on show for the first time was for the Canon S9000 – priced at £220+VAT. This solution gives you the best of both worlds: The Canon S9000 amazing print speed with a much lower ink cost.



Canon S9000 fitted with Lyson CIS bulk ink system.

Pigment ink longevity

Perhaps the most important announcement from Lyson at Focus on Imaging was the release of new Lyson vintage-style coated papers. These papers have the ability to deliver a similar indoor certified longevity (between 40 and 60 years) as the much-vaunted consumer brand pigment inksets claim to achieve, but are designed specifically to work with the well-proven Lyson Fotonic dye-based inksets, delivering the advantages of wider colour range and vibrancy, which eludes many pigment-based inkjet prints.

Wider range of Lyson media

The new vintage-style papers are available at present in Matt and Semi-Gloss. New coatings will be released through the year in high gloss, pearl, fine art and other specialist 'wet darkroom' finishes.

Easily recognisable in their distinctive 'plain black box' packaging, early users report an almost 'bromide' quality to their prints using this exciting new media, which works as well with mono and it does with colour.

See the Order Form on the centre pages to order a Lyson Sample Media Pack, which includes these new vintage-style papers.

Bulk media packs for lower paper costs

A further announcement at Focus was the release of bulk packs of Lyson media – allowing you to buy your favourite Lyson inkjet paper in more economical 100 sheet and 250 sheet quantities.

Why you need ICC profiles...

The print drivers for all printers are designed to work with the manufacturers' own inks and papers. If either or both ink and paper are altered then the settings within the print driver will be wrong.

For instance, if you use Fotonic inks without any colour management your print will be extremely magenta. Using small gamut without the appropriate colour management will produce some interesting results - which probably will not be what you wanted if you were planning to produce neutral black and white images!

To take account of the change of ink and paper, Lyson uses ICC colour profiles to modify the way the print driver works. The colour profile not only modifies the colour balance of the print, but also the amount of ink the printer lays down. This is important, as different papers take different amounts of ink.

There are two forms of colour profile – generic and custom. Custom profiles are written for a specific printer by a colour

management specialist. A generic profile is one that is written to work on all printers of a certain type, for example an Epson 1290. The potential downfall of generic profiles is that they cannot take into account the inherent differences between 1290 printers. This is an area into which Lyson has been doing a great deal of research.

For some time now Lyson has published generic ICC profiles on their website for free download. Whilst these work very well for most people, it would be fair to say that others have been a little less complimentary about them.

The main problem lies in the variation of printers. If your printer is closely matched to the printer on which the profile was written then there will be no problems. If it isn't then the colour you get may not be entirely satisfactory! However, help is at hand.

New generic profiles are being published on the Lyson website for customers to use free of charge. They get round most of the problems some people have had with some of the previous generic profiles. The new profiles are for Fotonic and Small Gamut inks for the following printers: Epson 1290, 1160, 2100, 890 and the Canon S9000. Others will follow.

The most common question asked...

"OK, I'm impressed with your prints, just tell me in simple terms how I can get to the same quality level."

FOR COLOUR ONLY UP TO A3+

Buy an Epson 1290, install Lyson Fotonic inks in either cartridge or bulk ink form. Initially use a good generic ICC profile as provided by Lyson free of charge, evaluate various inkjet papers for your needs, then get a custom ICC printer profile written for your first and possibly second favourite papers.



Epson 1290 fitted with Lyson CIS bulk ink system.

FOR BLACK & WHITE ONLY UP TO A3+

Similar to above, buy an Epson 1290, install Lyson Small Gamut toneable mono inks in either cartridge or bulk ink form. Initially use a good generic ICC profile as provided by Lyson free of charge, evaluate various inkjet papers for your needs, then get a custom ICC profile written for your first and possibly second favourite papers.

FOR COLOUR AND BLACK & WHITE UP TO A3+

Similar to above, but consider an Epson 2100 as a combination colour/mono printer.

NOTES: Other printers, such as the Epson 1160, 1290S or Canon S9000 are also excellent choices. Talk to us for advice on larger printers. We would generally not advise professional photographers to buy smaller (A4) desktop inkjet printers.

LYSON USERS' gallery



Clive Tanner



Duncan Lawson



Clive Tanner



Marilyn Shenton



Marilyn Shenton



Joe Bangay



Joe Bangay



Joe Bangay



Fay Godwin

Turn your printer into a professional workhorse

Consumer inkjet printers of the same model type are not identical from one to another (one Epson 1290 can be very different to another Epson 1290, for instance) in their colour and density rendering characteristics, and produce prints with their own particular bias and curve to a greater or lesser degree, which means that you would have to correct every single image which you produce – a daunting prospect.

We only supply inksets that we have manufactured ourselves, to incredibly tight tolerances. This means that if you custom profile your printer using Lyson precision inksets in conjunction with specific media, your printer becomes a calibrated accurate RGB colour device, allowing you to print straight from your image file, colours produced being accurate to the original digital RGB values.

Use custom ICC profiles for complete accuracy

We supply new FREE generic ICC profiles as an excellent starting point for professional photographers, and many use these as their main source of colour accuracy – remember, however, each printer varies one to another, so it may be that you would want to consider having a custom profile created specifically for your particular printer/inkjet/paper combination.

We advise you to contact either of these accredited professional Lyson custom profile providers:

NEIL BARSTOW

www.colourmanagement.net

UDO J. MACHIELS

atmos.design@lineone.net

They are also able to calibrate monitors, input devices etc, and are happy to carry out on-site calibrations for reasonable day-rate terms.

Following are background details on both Neil and Udo, together with case histories from some of their customers to help you appreciate the enormous benefits of using custom ICC profiles.

NEIL BARSTOW

Neil Barstow has been in Advertising Photography since 1979 and involved with ultra high end digital retouching since about 1985. Over 20 years in Advertising leads to an appreciation of industry requirements and an understandable desire to take more personal control over image manipulation and printmaking.

Of course, image manipulation for output to print, whether on inkjet or press, is no easy task unless the colour management is absolutely right.

Years of research and testing (still continuing) has led to a linkup with Thomas Holm, of Pixl in Denmark, also an invitation by Apple Computers to become a Solutions Expert, and consultation work with Hewlett Packard.

Alongside personal consulting and profile making, Neil now lectures on colour management and image integrity (Personal Seminars/ BIPP/AOP) and works personally for manufacturers, photographers, designers, artists, printmakers etc. to advise on and help set up practical robust workflows from capture to print.

NEIL INTRODUCES JACK LOWE, PHOTOGRAPHER

Successful London photographer Jack Lowe (www.jacklowe.com) made the decision to move up to Newcastle a couple of years back. Alongside a busy diary working for his London clients he has, since moving, established a considerable reputation as an exhibiting photographer as well as a thriving digital services business.

Alongside high quality scanning, his services include production of an ever increasing number of exhibition quality and portfolio prints for fellow photographers and digital artists. Together with a new Epson 9600 for large format output, his facility includes two Epson 1160 printers, one with Lyson Fotonic inksets and the other with Lyson Small Gamut inksets.

The frustration of unpredictable output and a desire to achieve ever better print quality quickly led Jack to adopt a profiled workflow with calibrated/profiled monitors and Imacon scanner and to seek to out the Pixl custom profiling service provided in conjunction with Neil Barstow in the UK for his inkjet printers.

Accurate pre-optimisation of printer settings using the CMnet printertest CD and the making of

Continued on page 6...

Fill in the quantity you require next to the price box and fax it back to us on 01825 768841.

Or Post it to Marrutt Digital, Bellbrook Industrial Estate, Uckfield, Sussex TN22 1QL, England.

Tel: 01825 764057 e-mail: digital@marrutt.com Order online at: www.marrutt.com (for FREE same-day delivery)

Lyson Professional Long-life Inksets for Epson Printers (4 Channel Inksets) - Cartridges

All prices exclude VAT at 17.5%

PRINTER	Fotonic Colour		Small Gamut	Quad-Black Neutral		Quad-Black Warm		Quad-Black Cool		Cleaning Cartridges		
	Black Cart 1	Colour Cart 2	Colour Cart 3	Black Cart 4	Tri Cart 5	Black Cart 6	Tri Cart 7	Black Cart 8	Tri Cart 9	Black Cart 10	Colour Cart 11	
3000	A	45.00	45.00	53.00	45.00	45.00	45.00	45.00	45.00	13.00	13.00	
740/760/800 /850/860 /1160/1520	B	15.95	19.95	22.00	15.95	19.95	15.95	19.95	15.95	19.95	10.95	16.95
900/980		C	18.95	23.95	—	—	—	—	—	—	10.95	14.95

Lyson Professional Long-Life Inksets for Epson Printers (6 Channel Inksets) - Cartridge

PRINTER	Fotonic Colour		Small Gamut	Hex-Black Neutral		Hex-Black Warm		Hex-Black Cool		Cleaning Cartridges		
	Fotonic Blk 1	Fotonic Col 2	Sml Gam Col 3	SG/Hex Blk 4	Hex Neut Col 5	Hex Wrm Blk 6	Hex Wrm Col 7	Hex Cool Blk 8	Hex Cool Col 9	Clean Cart Blk 10	Clean Cart Col 11	
7600/9600/10600	BC	30.00	30.00	—	—	—	—	—	—	23.95	23.95	
9000/7000	D	45.00	45.00	53.00	45.00	—	—	—	—	23.95	23.95	
7500/9500	D	— as above —	— as above —	SMALL GAMUT SET		—	—	—	—	— as above —	— as above —	
5000/5500	E	45.00	45.00	—	—	—	—	—	—	18.00	18.00	
EX/700/750	F	17.95	16.95	—	16.95	17.95	16.95	17.95	16.95	17.95	9.50	15.50
1200	G	17.95	19.95	22.00	16.95	19.95	16.95	19.95	16.95	19.95	9.50	15.50
790/870/875	H	16.95	17.95	20.00	15.95	16.95	—	—	—	—	9.50	15.50
/890/915	H	— as above —	— as above —	— as above —	— as above —	— as above —	—	—	—	—	— as above —	— as above —
1270/1290/S	J	16.95	19.95	22.00	15.95	19.95	—	—	—	—	9.50	15.50
2000P	K	19.50	21.25	23.25	20.50	22.25	—	—	—	—	13.00	15.00
950	L	—	—	—	11.99	11.99	(Individual Cartridges) - 6 Channels Total*			7.99	7.99	
810/830/925	M	—	—	—	15.00	15.00	—	—	—	—	9.99	11.99
2100	N	11.99	11.99	(Individual Cartridges) - 7 Channels Total		—	—	—	—	—	7.99	7.99

Lyson Professional Long-life Inksets for Canon Printers (6 Channel Inksets) - Cartridges

PRINTER	Fotonic Colour		Small Gamut	Hex-Black Neutral		
	Fotonic Blk 1	Fotonic Col 2	Sml Gam Col 3	SG/Hex Blk 4	Hex Neut Col 5	
6000/6100/6500 8200/S900/S800 S6300/S9000	P	7.95	7.95	7.95	7.95	7.95
SMALL GAMUT SET						



Lyson Fotonic cartridge inks.

Lyson Continuous Ink System Starter Pack

Complete conversion kit comprising donor cartridges, feed tubes etc. INKS NOT INCLUDED.

PRINTER	Starter System 1	Bottle Rack 2	CIS Drip Tray 3	
Canon S9000	Q	220.00	15.00	25.00
Epson 870/890	R	190.00	15.00	25.00
Epson 1160	S	110.00	15.00	25.00
Epson 1270/90	T	190.00	15.00	25.00
Epson 2000P	U	190.00	15.00	25.00
Epson 2100	V	250.00	15.00	25.00



Canon S9000 CIS System.



Epson 2100 CIS System.

Lyson Bulk Inks for Continuous Ink Systems above

IMPORTANT: PLEASE STATE PRINTER MODEL

For CANON S9000 only							
	Black 1	Magenta 2	Cyan 3	Yellow 4	Lt Magenta 5	Lt Cyan 6	
Fotonic 125ml	W	15.00	15.00	15.00	15.00	15.00	
Quad-Black Neutral 125ml	BA	16.00	16.00	16.00	16.00	16.00	
Small Gamut 125ml	X	18.00	18.00	18.00	18.00	18.00	
Fotonic 1 Ltr	Y	75.00	75.00	75.00	75.00	75.00	
Quad-Black Neutral 1 Ltr	BD	85.00	85.00	85.00	85.00	85.00	
Small Gamut 1 Ltr	Z	95.00	95.00	95.00	95.00	95.00	
For EPSON 2100 only							
	Black 1	Magenta 2	Cyan 3	Yellow 4	Lt Magenta 5	Lt Cyan 6	Lt Black 7
Fotonic 125ml	AA	20.00	20.00	20.00	20.00	20.00	20.00
Fotonic 1 Ltr	BB	75.00	75.00	75.00	75.00	75.00	75.00
For EPSON 870/890/1160/1270/1290/2000p							
	Black 1	Magenta 2	Cyan 3	Yellow 4	Lt Magenta 5	Lt Cyan 6	
Fotonic 125ml	CC	15.00	15.00	15.00	15.00	15.00	
Quad-Black Neutral 125ml	DD	16.00	16.00	16.00	16.00	16.00	
Small Gamut 125ml	EE	18.00	18.00	18.00	18.00	18.00	
Fotonic 1 Ltr	FF	75.00	75.00	75.00	75.00	75.00	
Quad-Black Neutral 1 Ltr	GG	85.00	85.00	85.00	85.00	85.00	
Small Gamut 1 Ltr	HH	95.00	95.00	95.00	95.00	95.00	



Lyson Fotonic Bulk Inks (125ml)

For Lyson accredited custom ICC Profiles, contact: Neil Barstow (e-mail: CMS@neilbarstow.co.uk) or Udo Machiels (e-mail: atmos.design@lineone.net) to arrange either custom colour or mono profiles (£95+VAT) or a full on-site service charged at a reasonable day-rate plus travelling expenses.

Camera Club and Enthusiasts Liaison for basic Lyson colour training, contact: Tony Riley (www.imagetrain.co.uk)

For Epson / Canon Service via independent accredited service technician: contact Ian Richards on 07866 693243.

Fill in the quantity you require next to the price box and fax it back to us on 01825 768841.

Or Post it to Marrutt Digital, Bellbrook Industrial Estate, Uckfield, Sussex TN22 1QL, England.

Tel: 01825 764057 e-mail: digital@marrutt.com Order online at: www.marrutt.com (for FREE same-day delivery)

All inksets **carriage free**. Inksets & paper or paper only orders over £100 **carriage free**.

Lyson Professional Compatible Media

All prices exclude VAT at 17.5%

Weight	Description	Pack Qty	Cut Sheet Size					Roll Format						
			A4 1	A3 2	A3+ 3	A2 4	A0 5	610mm (24") 6	914mm(36") 7	1060mm(42") 8	1120mm(44") 9			
Various	Sample Media Pack	JJI 20 shts	9.95	—	—	—	—	—	—	—	—	—	—	—
220gsm	Darkroom Matt NEW	NB 50 shts	20.00	40.00	—	—	—	—	—	—	—	—	—	—
220gsm	Darkroom Matt NEW	NC 250 shts	90.00	170.00	—	—	—	—	—	—	—	—	—	—
300gsm	Darkroom Semi-Gloss NEW	ND 50 shts	28.00	56.00	—	—	—	—	—	—	—	—	—	—
300gsm	Darkroom Semi-Gloss NEW	NE 250 shts	125.00	245.00	—	—	—	—	—	—	—	—	—	—
265gsm	Mono Photo Gloss	MA 20 shts	13.95	—	—	—	—	—	—	106.00	—	—	199.95	—
265gsm	Mono Photo Gloss	MB 30 shts	—	39.95	59.95	79.95	—	—	—	—	—	—	—	—
265gsm	Mono Photo Gloss	MC 50 shts	29.95	—	—	—	—	—	—	—	—	—	—	—
240gsm	Pro Colour Gloss	MY 20 shts	7.68	15.20	—	—	—	—	—	—	—	—	—	—
240gsm	Pro Colour Gloss	MZ 50 shts	15.66	—	45.70	72.00	—	—	—	—	—	—	—	—
240gsm	Pro Colour Gloss	NA 250 shts	50.00	120.00	—	—	—	—	—	—	—	—	—	—
200gsm	Colour Photo Gloss	NF Roll Only	—	—	—	—	—	—	—	90.00	130.00	159.95	—	—
200gsm	Colour Photo Satin	NG Roll Only	—	—	—	—	—	—	—	90.00	130.00	159.95	—	—
265gsm	Mono Photo Satin	MD 20 shts	13.95	—	—	—	—	—	—	106.00	—	—	199.50	—
265gsm	Mono Photo Satin	ME 30 shts	—	39.95	59.95	79.95	—	—	—	—	—	—	—	—
265gsm	Mono Photo Satin	MF 50 shts	29.95	—	—	—	—	—	—	—	—	—	—	—
170gsm	Pro Matt Paper	MG 200 shts	28.95	57.95	65.95	—	—	—	—	—	52.00	82.00	—	—
170gsm	Pro Matt Paper	MH 50 shts	—	—	—	31.95	—	—	—	—	—	—	—	—
200gsm	Smooth Fine Art	MI 20 shts	18.40	37.10	56.60	72.40	—	—	—	—	—	—	—	—
200gsm	Smooth Fine Art	MJ 50 shts	39.95	85.00	129.95	165.00	—	—	—	—	—	—	—	—
300gsm	Smooth Fine Art	MK 20 shts	25.00	50.00	74.00	96.00	—	—	—	99.00	138.00	—	179.50	—
300gsm	Smooth Fine Art	ML 50 shts	55.00	130.00	170.00	220.00	—	—	—	—	—	—	—	—
300gsm	Smooth Fine Art	MM 250 shts	262.00	526.00	684.00	1050.00	—	—	—	—	—	—	—	—
310gsm	Standard Fine Art	MN 20 shts	20.50	41.00	—	82.00	—	—	—	110.00	147.00	—	179.50	—
310gsm	Standard Fine Art	MP 25 shts	—	—	—	—	—	—	—	199.00	—	—	—	—
310gsm	Standard Fine Art	MQ 50 shts	41.00	82.00	119.00	164.00	—	—	—	—	—	—	—	—
310gsm	Standard Fine Art	MR 250 shts	162.00	324.00	420.00	648.00	—	—	—	—	—	—	—	—
210gsm	Rough Fine Art	MS 20 shts	18.50	37.00	—	74.00	—	—	—	—	141.00	—	179.50	—
210gsm	Rough Fine Art	MT 25 shts	—	—	—	—	—	—	—	199.00	—	—	—	—
210gsm	Rough Fine Art	MU 50 shts	37.00	74.00	—	148.00	—	—	—	—	—	—	—	—
285gsm	Soft Fine Art	MV 20 shts	20.10	40.20	—	80.40	—	—	—	—	144.00	—	179.50	—
285gsm	Soft Fine Art	MW 25 shts	—	—	—	—	—	—	—	199.00	—	—	—	—
285gsm	Soft Fine Art	MX 50 shts	40.20	80.40	—	160.80	—	—	—	—	—	—	—	—

Lyson Extras

Printguard 400ml Aerosol	JJ	7.95	Printer Optimisation CD by Neil Barstow	39.50
Lyson User Guide CD-Rom	KK	7.95	(Optimises your printer for custom profiling)	

Lyson Free Generic ICC Profiles LL **FREE** Please state which printer Inkset

All prices are in GB pounds

All prices exclude VAT at 17.5%

Title: _____ Initials: _____ Surname: _____

Delivery Address: _____

Postcode: _____ Country: _____

Telephone: _____ Date: _____

* Please state which channel/s you require _____

Please allow up to 5 working days for delivery. (Subject to stock availability).

Method of Payment (please tick where appropriate)

Credit Card Cheque (payable to "MARRUTT LTD")

Type of Card Visa MasterCard Switch - Issue No.

Card number

Expiry Date: ____/____ Name on Card: _____

Signature: _____



...continued from page 3

custom profiles for each machine (yes, they can differ considerably) with each paper stock means that not only is output predictable within the studio, but clients too can simulate printer output. Whilst this removes the frustration of time wasted making repeated test prints, it also improves output quality by optimising printer performance. Less time wasted and better client relationships lead to a very rewarding business for Jack.

Here Jack writes about the advantages of using high quality custom profiles in his workflow.

JACK LOWE WRITES:

“Three years ago, I made tentative forays into the world of digital imaging. Using an A4 Epson, I was excited by the ability to print out my own work and, furthermore, to produce my own portfolio without having to resort to the expensive services of bureaux.

Within a very short space of time, however, it soon became clear that so much more was achievable from this technology and that I had been chasing my tail for colour accuracy. I had subscribed to ProDig (www.prodig.org, an email forum for professional digital imaging) and also began to see the outputs from other photographers. In short, I found my work could be a lot better.

I was introduced to Lyson media and was recommended to use ICC profiling. This was the

turning point I needed and I have never looked back.

I initially used Lyson's generic profiles. However, the real revelation came when I heard (through ProDig) about the custom profiling services available from Thomas Holm at Pixl in Denmark (www.pixl.dk) in collaboration with Neil Barstow. Pixl built my first custom profiles. Material wastage became negligible and output quality reached remarkable new heights.

Two and a half years down the line, I now feel that my studio is at its optimum. With Neil's help, my Epson 1160s, Epson 9600 and five monitors all work in perfect harmony resulting in utter satisfaction for both me and my clients.”

Jack Lowe

Email: jack@jacklowe.com

UDO J. MACHIELS

Udo Machiels, of Atmos Design, has been involved for many years in professional photography and interior colour design.

When he and his company encountered the problems in getting accurate representation of their work, they became very involved in how to achieve accurate colours from original to screen, to the various printing options, ranging from inkjet to offset litho and even the internet.

They wasted a lot of time and money on ink, paper and even colour management hardware and software solutions. They finally

Images by Jack Lowe

found the best way forward and decided to help other businesses and individuals experiencing these same problems and so their Colour Management Service began.

Udo and his company went into digital not just to reduce costs, but to achieve a much higher degree of control. They have now come to the stage where they are happy to claim that in many cases, such as resolution, colour rendering, colour control and colour and image manipulation, digital definitely outperforms traditional photography.

They have found that the right setup reduces costs dramatically,

but only if the system is properly colour managed.

They supply help to their customers in two different ways:

Remote ICC Profiles. They send instructions and test charts via e-mail. The customer prints the test charts following their instructions and then returns the charts to them. The profile calculations are then made, and the finished profiles are sent back via e-mail with instructions on how to use them.

Onsite Service. This is a better option if one wants to have profiles produced for more than four papers. During the visit they demonstrate a fully colour managed workflow onsite. Customers are up and running either within the day, or two days at most, depending on the amount of work to be done.

UDO INTRODUCES JOHN LANGRIDGE, LBIPP WEDDING PHOTOGRAPHER

John Langridge is a photographer specialising in a contemporary style of wedding photography.

John says: “To maintain the highest quality of prints we always



Images by John Langridge

traditionally hand printed ourselves in both colour and black & white. This was essential to our business as we feel that our clients deserve the best in print finishes and quality.

To enhance our photographic style we decided to change from film to digital capture using Kodak DCS 760 cameras. We decided to use these cameras, because of their image quality and batch correction facilities, which the Kodak software provides.

At this stage, our next consideration was to get the best possible print quality equal to that of hand made photographic prints.

On recommendation, I contacted Udo Machiels seeking advice on printers, inks and papers, and colour management. My requirements were for high quality finished output and a low cost proofing system. We purchased an Epson 1290 with Epson ink, another Epson 1290 running on the Lyson bulk feed ink system, and an Epson 7600 for 24" wide prints.

Udo spent two days in the studio calibrating two monitors and profiling the three printers with the various paper and ink combinations. Now all printers are producing an extremely accurate colour balance, and the monitors match our output.

A colleague producing prints using a conventional photographic paper and chemistry through a



digital printer has shown us results from his system, again profiled by Udo. The prints produced matched our own with an equal colour rendition. We shall use his lab, when workflow is high, as his output exactly matches our own.

With the present digital and colour management technology, our assistant can produce a print to match exactly one that I produced months earlier, without even seeing the original print.

I went into digital, because I wanted to simplify my workflow and without colour management I could not have done it. I can now shoot in the morning and print in the afternoon. **Without accurate colour management our business could not exist.**

John Langridge Photography
Email: jk@newstyle.co.uk

Fine art portraits
by Denbry Repros Ltd.



and the ink costs decimated.

Subsequently, we have recalled Udo to create custom profiles for three more Epson 1290s and an Epson 2100, and the results are so accurate that it is impossible to tell the difference between one printer and another.

We are so pleased with the results that we are now planning to install Lyson bulk inks, together with Udo's profiles, on all our printers in the near future.

Many thanks, once again, for pointing us in the right direction."

ANOTHER OF UDO'S
CUSTOMERS:
KEN WONG

The profiles Udo produced are truly amazing and the high quality of image prints has proved to me that all the prints I made before have suffered from a number of malaise, ranging from over-inking



Images by Ken Wong

to incorrect colour reproduction and poor colour saturation.

As far as his profile for the Lyson Smooth Fine Art paper is concerned, it is my pride and joy. I use it exclusively to print my best photos on Lyson Fine Art paper - yes, not only Smooth Fine Art paper, but all the other Lyson Fine Art paper as well!

I now use Lyson Smooth Fine Art Paper to present my best photos in a transparent portfolio folder. When I want to frame a picture, I can print the photos on all Lyson Fine Art Paper and display them. **The images are pin sharp, the colours vibrant and the tonal gradations are simply wonderful.**

When I look back over the last four years that I have been involved in digital photography, I can say without hesitation that the most impact on my work, and my hobby, has been my recent conversion from Epson ink to Lyson Fotonic ink, the adoption of customised print profiles and the use of Lyson Fine Art paper. **The images I can now produce are a cut above all my previous images.** I have received many compliments on my recent progress in image printing.

Without Udo's expert advice on the choice of paper and ink, the calibration of my monitor, and the production of print profiles, it could have taken me years to get to where I am now. With Udo's help, it only took me two months to achieve the current results.

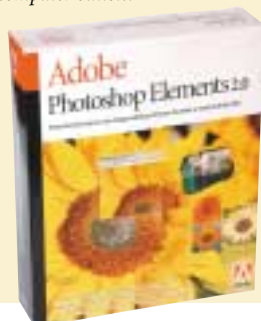
This is truly amazing and exciting for me. I will be recommending Udo's services to my friends and fellow hobbyists.

Ken Wong
E-mail: kenwong1@tesco.net



A low cost route to ICC Colour Management only £49.95+VAT

The new Adobe Photoshop Elements II image editing software, costing only £49.95+VAT now allows you to apply ICC printer colour management, so those of you who have been prevented from using a professional Lyson Fotonic inkset, because of the expense of full version Adobe Photoshop need wait no longer! Available from most computer outlets.



ANOTHER OF UDO'S
CUSTOMERS:
**RICHARD-HARWOOD STAMPER,
MD, DENBRY REPOS LTD**

"I would like to thank you for your introduction to Udo Machiels of Atmos Design.

Denbry Repros Ltd has been producing photographic reproductions and fine art portraits for over 50 years and although we continue to expand our conventional photographic service we have had to keep up with the digital requirements of the business. Our clients require high quality bulk runs at sensible prices.

Having seen other companies invest heavily in digital equipment and suffer the consequences of losing custom through poor quality, we proceeded in this field with extreme caution, purchasing initially, one Epson 1290 printer for learning purposes.

We were unable, however, to produce the required standard of work, or achieve a sensible cost until Udo created a custom profile for us, using the Lyson bulk ink system. The results were incredible

The advantages of using Lyson inksets explained

The Lyson advantages **LYSON**
The Digital Ink Company

SUPERIOR COLOUR RANGE

Lyson Fotonic versus Consumer Brand Inksets

Popular consumer brand inkset

Lyson professional calibrated inkset

Lyson calibrated inksets achieve up to 40% wider colour range to allow you to print all the colours in your scans.

SUPERB COLOUR SHADOW DETAIL

Underexposed print* using a popular brand consumer inkset

Underexposed print* using correct profile and Lyson colour inkset

Lyson's FREE ICC Profiles allow your printer to perform to its very best, giving unsurpassed highlight, shadow and colour graduation detail.

UNRIVALLED COLOUR ACCURACY

Printed image with blue to green colour management

Correct colour management with Lyson inks and profiles

Lyson professional inksets provide an amazing level of consistent print accuracy with no inkjet colour casts.

The Lyson advantages **LYSON**
The Digital Ink Company

EXCELLENT NEUTRAL MONOCHROMES with Lyson Small Gamut Inksets

Photographer: Simon Lutton

Photographer: Martin Davies

Small Gamut inks with correct ICC profiles allow you to produce amazing neutral prints, which retain maximum highlight, mid-tone and shadow detail from your scans.

SUPERIOR SMOOTH GRADUATION

A popular brand consumer inkset - showing some banding

Superior smooth graduation with Lyson Small Gamut

Correct ICC printer profiles allow your printer to work with your Lyson monochrome inks to produce the smoothest possible graduation.

PERFECT TONEABLE MONOCHROME CONTROL

Lyson Small Gamut toneable monochrome inks allow you an incredible level of control over the colour tone of your prints. This example shows colour tone applied at 3% steps. 1% steps are just as easy!

Marrutt Free Offer

Lyson Calibration CD/Print Evaluation

To test your printer for colour accuracy and image quality

With kind permission of Pixl Aps, Denmark and Neil Barstow at www.colourmanagement.net, Marrutt Digital is pleased to offer all *Pro News* readers an opportunity to accurately gauge their own system's colour accuracy with respect to a certified original Pixl/CMnet Test Image on CD-Rom, compared to a print produced on a Pixl/CMnet custom-profiled Epson 1290 loaded with Lyson Fotonic Inks:

- You will be able to assess the colour accuracy of your own printer.

- You will be able to compare the colour image quality on a fair like-for-like basis between Lyson Fotonic inksets when correctly profiled against your own colour printing arrangements.

Simply fill in the form opposite, and we will forward a Pixl/CMnet calibration Test Image on CD-Rom, together with a certified accurate Pixl/CMnet test print produced on an Epson 1290 using Lyson Fotonic inks and using a Pixl/CMnet custom ICC profile created specifically for the media submitted.

We will also enclose a monochrome image captured on a Nikon D1 digital camera, printed on an Epson 1160 customised profiled printer using Lyson Small Gamut inks. The original image file is included on the CD for comparison with the output from your printer.

Lyson Calibration CD/Print Evaluation Offer

Name _____

Address _____

_____ Postcode _____

Telephone No. _____

Printer(s) Used _____

What Inkset(s) do you use at present? _____

What Inkjet Paper(s) do you use at present? _____

Photocopy and Fax back to
Marrutt Digital on 01825 768841.
Tel: 01825 764057. E-mail: digital@marrutt.com