Working with Pixel Perfect 2023

Dear Customer,

Congratulations on taking the first step in achieving high quality photographic-prints by becoming a Pixel Perfect customer.

The response to the colour management strategies created by Pixel Perfect has been fantastic. A big thank you to all our enthusiastic supporters! We believe we have moved Australian digital imaging a quantum leap forward!

We have created this guide to enable you to get the best from our advanced colour strategies. Remember that we are subject to the limitations of modern publishing technology and can never guarantee an exact colour match. We can however assure you that we will always strive to deliver you the finest result possible with the technologies available to us.

The world of electronic imaging is constantly changing. Please enable us to keep you up to date by subscribing to our Newsletter. We hope this guide will enable you in getting the very best out of Pixel Perfect.

Happy Printing!!

The Team at Pixel Perfect Prolab

Table of Contents

Support

Newsletter

Please enable us to keep you up to date on our products & services by subscribing to our Newsletter from the Contact page of our website

Due to privacy laws this is an "OPT IN" list.
If your email address is already in our email database you will not be able to resubscribe.

Support Contact Details

Support Help Line (from Australia)   02 9319 0455

Support Help Line (from overseas)   : +612 9319 0455

Support email address   : Contact Support

Please Note, your monitor MUST be Calibrated!

This document assumes you are using a quality monitor such as an EIZO or similar to work with. We recommend and offer the EIZO range of monitors as they are world class and will give you outstanding results.

None of the colour procedures described in this document will work correctly unless you have properly profiled your monitor **(with a calibration device such as a Calibrite Display Pro)** to the international standards we subscribe to.

Measuring Instruments

Below is a link to our preferred selected manufacturer of monitor profiling instruments.

Calibrite i1Display Pro

Colour settings for Photoshop (all versions)

For Mac & Windows

These are settings suggested by Pixel Perfect to enable you to work successfully with us. There are situations that will require you to modify the suggested settings. Please refer to your Photoshop manual or contact a colour consultant for more information.

Option One

- Download the 'Photoshop Colour Setup File' from the Support section of the website. The file is called **PixelPerfect2017.csf**

- Save the file to the Photoshop default settings folder as under;
  Windows : C:\Program Files (x86)\Common Files \Adobe\Color\Settings
  Mac OS 10 : home/library/application support/adobe/color/settings
  　　　　 : (if you've renamed your "home" folder, substitute that name)

- Start or restart Photoshop, go to the Colour Settings dialog box and select the PixelPerfect2017.csf file you just downloaded from the drop-down list at the top.

Option Two

- Download the profile ISOcoated_v2_300_eci.icc from Support section of our website

- Click on "Download our ICC Profiles"

  Windows users copy the downloaded files to the folder below:
  Windows 　　　　　 : C:\Windows\System32\spool\drivers\color

  Mac users copy the downloaded file to the relevant folders as under: Mac
 OS 10 　　　　　 : Library > ColorSync Profiles

- In Photoshop, go to the Color Settings dialog box.
  Change the settings to match the image titled Recommended Color Settings (see below). □ Save the settings to the Photoshop default settings folder as under

  Windows: C:\Program Files\Common Files\Adobe\Color\Settings

  Mac OS 10 : home/library/application support/adobe/color/settings
 　　　　 : (if you've renamed your "home" folder, substitute that name)

Recommended Colour Settings
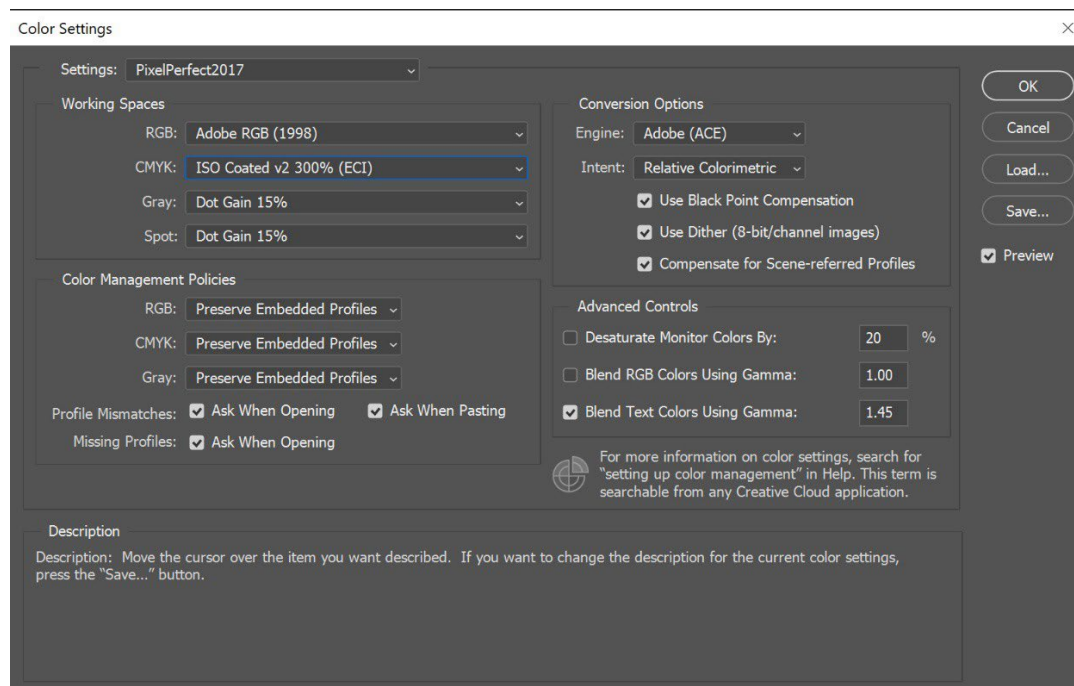
Colour Confirmation procedures for Photoshop
(all versions)

Monitor Profile Confirmation

You must confirm that Photoshop is actually using your custom measured monitor profile. This is done in by going to the Colour Settings dialog box and confirming that your custom monitor profile name shows next to "Monitor RGB". A Windows screen grab has been shown below, but the same applies to Macintosh. If you do not see your monitor profile as described, please call us. Depending on the nature of the problem, further technical support may be required to resolve the issue.
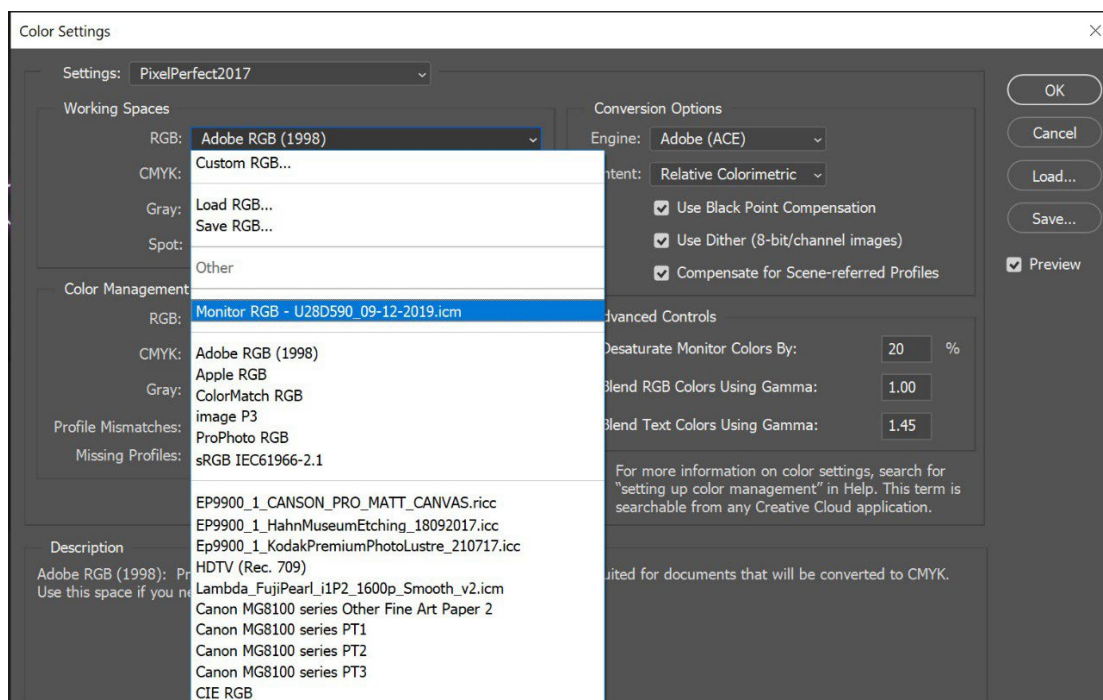
Next to "Monitor RGB" you should see YOUR custom monitor profile name
(i.e. whatever you called your profile)
.
Please ensure that when you release this dropdown box, you have not selected your monitor profile as your rgb colour space. The colour space should still be set to Adobe RGB (1998) like in the previous screen grab.

Workroom Lighting Confirmation

Ensure your room has ambient lighting that does not strike or reflect off the face of the monitor. An ambient light level of 32 to 64 lux is recommended. Your monitor should be the brightest object in your field of vision.

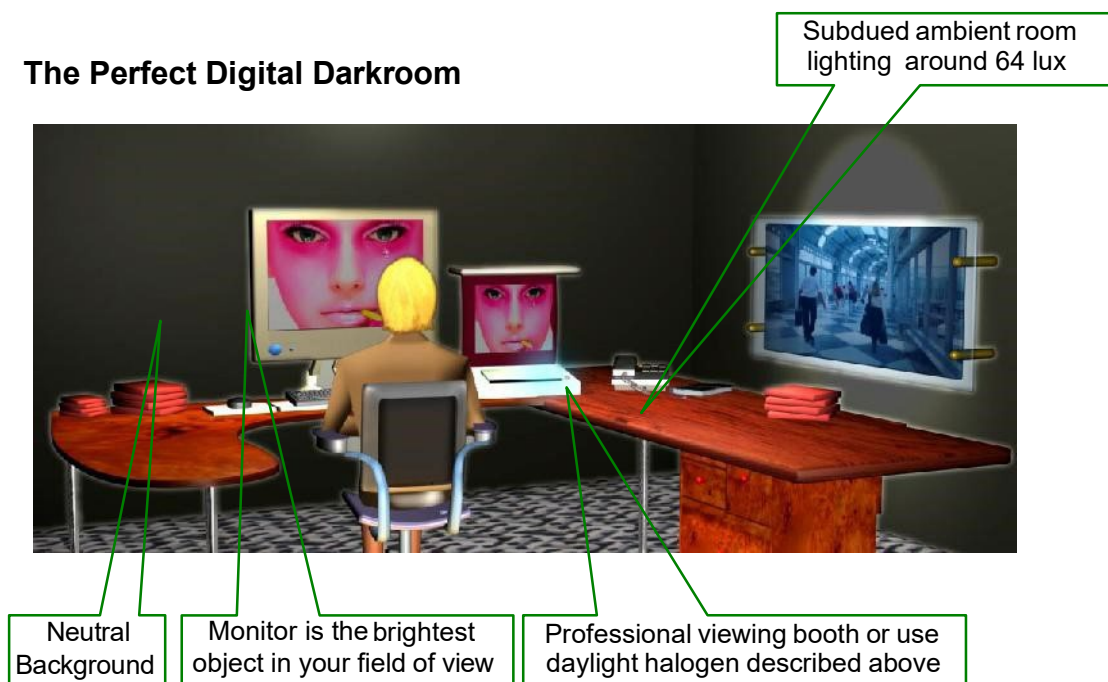### Compare printed test image with on screen image

• Download then open the Pixel Perfect Test image from the website

• Also request us to post you out a FREE PRINT of the same image.

• On opening the image, if you get a "Profile Mismatch" error, you have not set the RGB working space to Adobe RGB (1998). Please change this setting to Adobe RGB (1998) and reopen the file.

• Open the test image print we posted to you. If your monitor is on a desk, place the print on the floor, under the desk.

• Light the print with a daylight-balance halogen light (globe available from us). The distance from print to light should be around 800mm. It is important to light the print without stray light spilling onto the monitor (hence the previous

recommendation to place the print on the floor so the tabletop acts as a shield).

- The print and monitor image should be a close match.
  Note : There are many colours in our test image (which you see on your monitor) that are impossible for ANY current print technology to reproduce. You will find this limitation most apparent on saturated colours. Follow the instructions in the next section on Soft Proofing. This feature is only available in Photoshop V6 or later.

- If you have a close monitor-to-print match, you have verified that the images you edit and view on your monitor will reproduce accurately to our digital printer.

- If you have a poor match, please go back to previous sections and check all settings.

- It is assumed that you have not made any changes to your operating system, software or hardware since your monitor was profiled. If you have made any changes, your monitor profile is invalid. Profiling your monitor again with a measuring instrument is the best option.

- Return the test print into dark storage. This test image will only be of assistance if it is stored properly in a cool, dry, dark place. That's it!

You have a correctly profiled monitor and are set to go!

The Perfect Digital Darkroom

Subdued ambient room lighting around 64 lux

Neutral Background

Monitor is the brightest object in your field of view

Professional viewing booth or use daylight halogen described above

International Standards Organisations ISO 3664 Viewing conditions

ISO 3664:2000(E) states that : The ambient illumination for colour monitors……shall be less than or equal to 64 lux.

Soft Proofing for Photoshop (all versions)

What is Soft Proofing?

Soft proofing = proofing in software without having to commit to a hard copy (print).

In the past, to decide if your image looked correct on any media you had to actually print it. Photoshop gives you the ability to proof, in software, on your profiled monitor without printing a hard-copy.

<div align="center" style="color:red">

STOP

</div>

You cannot successfully soft-proof unless you have correctly profiled your monitor to the international standards we subscribe to USING A MEASURING INSTRUMENT!!

ICC Profiles - Installation

Head to our Help page at www.pixelperfect.com.au

- Click on Download our ICC Profiles

- Download whichever profiles you need to a temporary location such as your Desktop. Profiles generally have a file extension of .icc or .icm, both will work.

- The easiest option is to right click on the file and select "Install Profile" It will now be available for Soft Proofing.

- Another option for Windows users is to copy the profile to this folder:
- Windows 7: C:\Windows\System32\spool\drivers\color

- Macintosh users copy the profile to this folder:
- Mac OS 10: Library > ColorSync Profiles

ICC Profiles Usage

- Open a RGB image with bright saturated colours (preferably our test image).
- In Photoshop go to View>Proof Setup>Custom and setup the dialog box as shown in the following screen grab.
  - Clicking / Unclicking the Preview tick-box shows you the with-profile or without profile results.

For your information ICC stands for International Colour Consortium.
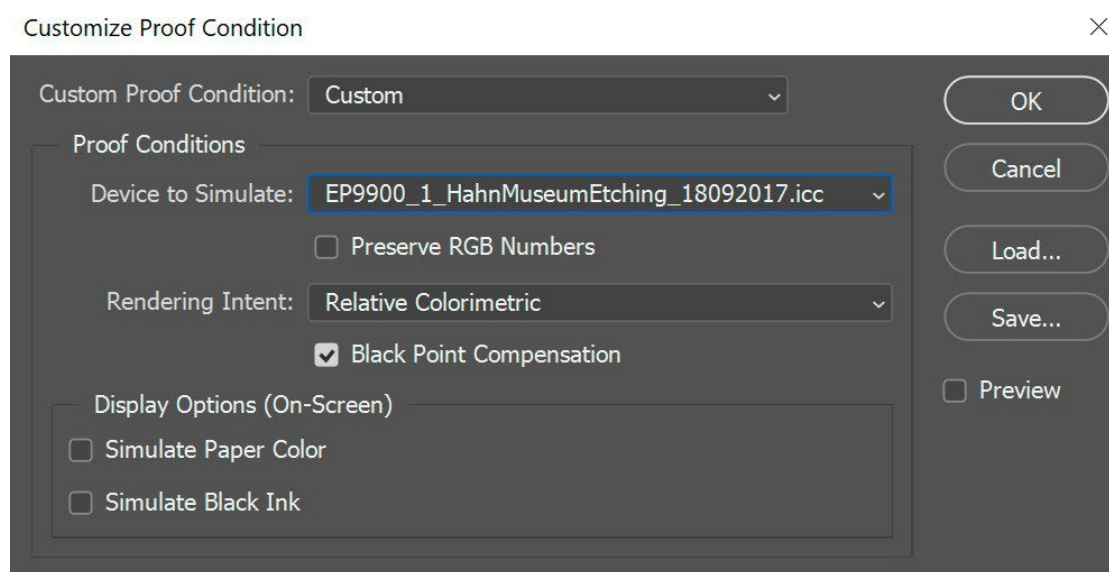
- In Device to Simulate section, select the profile of the printer + media you wish to print to.
- When the Preview box is ticked you will see on your monitor how the larger colour gamut of your image may be compressed to the smaller colour gamut of photographic or inkjet media.

- **IMPORTANT NOTE**
  - **Please always send us the full-gamut Adobe RGB (1998) image for printing. Do not apply the soft-proofing profile in any way.**

ICC Profiles – IMPORTANT ALERT

The technologies we use at Pixel Perfect are state of the art. Understand and work within the limits of these technologies.

Please **DO NOT** be disappointed that the colour gamut of photographic, press & inkjet printers is smaller than that of your monitor, scanner and digital camera. EVERY print technology on the planet has a smaller colour gamut than your camera & monitor.

Use the soft-proofing feature to be **forewarned** about possible gamut compression and you should NEVER have to re-print a job.

Our hope is that you will never again say, "But it looked different on my monitor"!

Suggested Folder Structure

If you use the "Suggested Folder Structure" you will not have to rename any files.

This makes the ordering of hundreds of individual files very efficient.

Download <u>Suggested Folder Structure</u> from the Support page of the website

IMPORTANT :

Remember to delete any unused folders.

Upload your files to us

File Specifications for Photo and Fine Art Printing

- MINIMUM NORMAL ORDER VALUE IS $25

When sending your files to Pixel Perfect for printing, we require them to meet the following specifications

File Format   : Jpeg or Tiff files are accepted

Colour space : Adobe RGB (1998)

Pixels per inch : 300 PPI at required print size

File features   : Delete layers, channels, masks & paths

- Prints are cut to your exact file size unless specified, you must add a border to the image if you require one o

- Any labour required for your job that takes us longer than 5 minutes may incur a labour fee chargeable at $15 per 5 minute blocks

- Labour is chargeable for converting colour space (e.g. from sRGB, PDF or CMYK to Adobe RGB 1998, resizing files, adding borders, flattening layers, cropping, file renumbering or renaming to suit our RIP software

- Job turn around time is 2 to 3 days (in-lab) depending on paper type.

- 50% rush rate applies to all same-day service, 50% to next day service

- Emergency printing service such as funerals is available for "no paper preference" orders. (We print on whichever paper is scheduled. job ready for collection by 4pm) 50% rush rate applies

- We will call you when job is ready for collection

Terms

- Use of the Pixel Perfect Hightail service indicates acceptance of these terms.
- Pixel Perfect does not accept any liability for compression artefacts or data loss, regardless of cause. Read our Terms and Conditions here

Thank you

If you have any further questions, please don't hesitate to call us on 02 9319 0455 or email us, we are always more than happy to help you get the best results for your printing.