

## WELCOME TO PHOTODISC

Within US	Europe
T 206 441 9355	T 011 44 181 255 2900
T 800 528 3472	UK 0800 697 622
F 206 441 9379	F 011 44 181 255 2930

Thank you for purchasing PhotoDisc SIGNATURE SERIES 23: BUSINESS METAPHORS AND DETAILS 2.

It is our goal to deliver the finest photography available anywhere to our valued customers.

You may access the images directly from the CD ROM within the PHOTOS folder. JPEG images must be decompressed and then saved to your hard drive as a TIFF. The saved TIFF file can then be imported into other applications.

### **Pre-separated CMYK images from this disc make your 4-color printprojects look their very best.**

PhotoDisc's high-quality RGB (Red, Green, Blue is the basic additive color model) images give you maximum flexibility in a wide range of media. Converting the vibrant, highly saturated colors in these Signature Series images to CMYK (Cyan, Magenta, Yellow and Black is the standard color model used in offset four color printing) for full-color documents for printing can be a little tricky if you're new to the process. To make it easy for you to get optimal color in four-color printing, PhotoDisc is providing this bonus CD containing CMYK versions of the images on your Signature Series CD. We've taken the additional step of converting the images into CMYK using ICC profiles for standard offset printing.

### **Converting an image from RGB to CMYK?**

By definition, the RGB color space is a subset of the full spectrum of visible light, and the CMYK color gamut used for four-color printing is smaller still. Converting an image from RGB to CMYK involves mapping color data from the additive color space of RGB monitors to the subtractive color space of light-absorbing CMYK inks. Color management systematizes this process and compensates for the characteristics of your particular hardware by passing color data through a device-independent color space.

Simply put, there are more colors in the RGB spectrum than you can reproduce with CMYK printing inks, so any conversion involves making tradeoffs between color fidelity and image detail. At PhotoDisc, we use a rigorous color management system based on current International Color Consortium (ICC) standards to provide you with the high-quality images for four-color printing.

### **Why does PhotoDisc scan files to RGB?**

PhotoDisc uses high-quality RGB images because they most closely approximate each photographer's intentions and because they provide you with maximum flexibility-the images will look great whether you're using them online, in hi-fi color pieces, or in standard four-color printing. To use PhotoDisc's RGB images in print, you must first convert them to the color space you'll print from. And because images converted into a new color space often contain colors that can't be easily reproduced, ensuring that the overall image looks good after the conversion can be a challenge.

If you're converting the RGB images into print-ready CMYK files yourself, learning about color management, calibration, and other tools can help you achieve predictable color. At PhotoDisc, we scan images into a device-independent color space, and then convert them to RGB using ICC-compliant color management profiles for our scanners, monitors, proofing devices, and printers.

**PhotoDisc, Inc. and the ICC.**

The International Color Consortium was established in 1993 by eight industry vendors for the purpose of creating, promoting and encouraging the standardization and evolution of an open, vendor-neutral, cross-platform color management system architecture and components. Today the ICC has 52 members-including PhotoDisc-representing computer, printer and software companies.

As a member of the ICC, PhotoDisc is committed to working with other industry leaders to develop color management solutions that work-and providing you with educational information about them-so you can focus on great design instead of the intricacies of color production.

PhotoDisc has utilized an ICC compliant workflow for the production of these images.

Images are scanned using Linotype-Hell ChromaGraph S 3400 scanners using Linotype-Hell LinoColor 4.2 software. This software allows us to control color profiles of our scanners, Barco Reference Calibrator monitors(D50), Fuji First Look proofer and output.

We used the Linotype-Hell SWOP negative short-key profile as our output standard for the conversion to CMYK. This generic profile allows us to simulate average commercial printing conditions in the U.S. The profile is included with the images for you to use for your own conversion, for best results custom profiles should be created for specific workflow.

For more information on color management and ICC workflows please visit the following sites:  
<http://www.color.org/>  
<http://www.linocolor.com/>  
<http://colorsync.apple.com/>

#### **When do you use the CMYK and when do you use the RGB file?**

The images on this companion disc are CMYK versions of those on the master Signature Series CD. We recommend these images for projects using standard CMYK colors; for other media or for projects that involve compositing or otherwise modifying PhotoDisc images, we suggest you use the RGB images on the master disc.

Use the CMYK images on this disc if you're:

- \* planning to produce four-color printed materials
- \* reluctant to convert the images from RGB to CMYK yourself

Use the RGB images on the master disc if you're:

- \* planning to use the images online
- \* printing hi-fi color
- \* willing to convert images from RGB to CMYK yourself
- \* compositing or otherwise manipulating these image

#### **SYSTEM REQUIREMENTS:**

- \* Mac II family of computers or greater
- \* Minimum of 5 Mb free RAM
- \* Quicktime™ version 1.5 or newer
- \* System 7 or newer
- \* 32-bit Quickdraw installed or available on the mother board

#### **CONCLUSION:**

If there is anything we can do to make our product more useful to you, please let us know. If, for any reason, you are not satisfied with our product, you may return it within thirty days of purchase for a full refund.

Please review our end-user license agreement carefully to ensure that your intended use complies with our usage guidelines. We want our customers to USE our discs as often as possible, yet we need to protect the rights of our photographers. If you have any particular questions about usage, please do not hesitate to call us for clarification.

Thank you for choosing PhotoDisc-The Leader in Digital Stock Photography.

PhotoDisc, Inc.  
2013 Fourth Avenue  
Suite 402  
Seattle, WA 98121 USA

SALES 800-528-3472 (DISC)  
SUPPORT (206) 269-1695  
FAX (206) 441-9379

INTERNET  
sales@photodisc.com  
techsupport@photodisc.com

PHOTODISC HOMEPAGE  
<http://www.photodisc.com>

PhotoDisc Europe, Ltd.  
Regal House  
70 London Road  
Twickenham TW1 3QS  
U.K.

SALES +44 181 255 2900  
UK ONLY 800 697 622  
FAX +44 181 255 2930