

EFI and Tecco ensure dedicated RGB Photo Workflow on Professional Inkjet Printers with »EFI eXpress for Photo« and free-of-charge paper profiles



**presse information**

tecco gmbh

buchholzstraße 79

d-51469 bergisch gladbach

presse@tecco.de

+49 (0)2202 292 428

Bergisch Gladbach, December 4th, 2009

Tecco, paper pioneer and premium partner for photo, fine art and proofing media, and their software partner EFI, a global market leader for inkjet-based proofing systems, introduce a dedicated solution for professional photographers: »EFI eXpress for Photo«.

Version 4.1 includes profiles for all Tecco papers for use with leading professional inkjet printers in the Graphic Arts industry, e.g. from Canon, Epson and Hewlett-Packard. Generating these profiles are usually a service which customers are charged for. Tecco and EFI offer them free-of-charge, via download from the web sites of both companies and as part of the bundle.

#### Background information: Market and Target Group Analysis

Mainly in the area of »Social Photography« a photographer's work is no longer analog. In the meanwhile workflow and production in the most cases are completely digital. Vendors like Epson, Canon and HP offer affordable photo production printers, which match the market's high requirements towards color quality, e.g. Epson 3880 or R2880, as the smallest supported models by EFI. Adobe offers Lightroom and Apple offers Aperture, both also affordable, powerful tools for image processing, in order to also provide solutions to this market with tight budgets.

#### *For own production*

At the end of the workflow the photographer needs to earn money with his photos. This means that he needs to produce and sell highest quality most efficiently – as copy or print. Due to time and cost factors, the digital workflow enables an own production. Momentarily using only the free-of-charge printer drivers – which provide accurate results for the own papers and media – but also have many restrictions when used with different, third-party media.

#### *For the photographer working as a service provider*

Many photographers working for publishing houses and agencies produce their photos for a specific type of media which color space often is smaller or different to the image or the printer used. This leads to disappointment, when the photo appears in the final media, e.g. in a newspaper. To avoid disappointment and surprises a photo should be printed with a simulation profile of this newspaper, allowing possible corrections. EFI Photo eXpress enables this kind of »photo proofing« without requiring color management know how. The photographer theoretically could do this early and fully automatic via hotfolder, WIFI or cable during the shooting. As a kind of »Digital Polaroid«.

EFI's color technology was matched to the photographer's workflow in order to give him more flexibility and allow him an efficient production, without restrictions towards color reproduction – at an affordable price. This also is emphasized by the enormous amount of RGB media profiles offered free-of-charge.

#### The Software: »EFI eXpress for Photo«

»EFI eXpress for Photo« unifies highly precise photo prints with a very simple configuration and user interface. No special experience is necessary for using the broad range of production tools, e.g. for cropping, rotating or pasting. Automated and manual functions for nesting reduce time and with that costs. Further ease of use is achieved by samples for nesting (e.g. photo books) and intuitive presettings for the print.

#### Advantages towards provided drivers: Highlight – »EFI RGB Profile Connector«

Drivers enable false settings for color management, especially when not only the media recommended by the vendor is used. In that case, special settings have to be made in the driver. Turning off the color management e.g. or choosing the correct media type, hoping that the result will match. »EFI eXpress for Photo« offers an open easy to use and precise color management with an enormous amount of media supported. The »EFI RGB Profile Connector« makes it possible to simply integrate and use your own paper profiles.

Furthermore drivers offer very few automation options and also lack paper save functions, e.g. collections.



## presse information

tecco gmbh  
buchholzstraße 79  
d-51469 bergisch gladbach  
presse@tecco.de  
+49 (0)2202 292 428

The »EFI eXpress for Photo« user interface is not related to any specific printer, always with the same look and feel, still supporting printer-specific features. Even when switching printers the user interface stays the same. This too is a major difference in comparison with vendor-provided drivers where three different printer models may generate three different user interfaces.

### Support of RGB Contone drivers and RGB media profiles

The new RGB profiles (next to the many CMYK profiles) offer a maximal and precise utilization of the color space.

### Easy Wizard-based installation und set-up of Printer and Color Management

Information is gathered step-by-step in clearly arranged screens, making it possible to even inexperienced users to make correct settings. Pre-settings automatically set up the most important parameters, which can be modified manually. This makes it possible to switch fast between two printers.

### Automation

Once the system has been correctly set up by using wizards or preferences, it can work fully automatically adding images via hotfolders, printing dialogues, or most comfortably via the »EFI UniDriver«: Automated photo collections (portrait sets, arc of contact, free layouts), meaning image files added via hotfolder, and printing dialogues are automatically gathered and fitted into a layout without having to open an application.

### Open Solution/EFI RGB Profile Connector

With »EFI RGB Profile Connector«, it is simple to integrate RGB paper profiles which are not on the DVD or included in the online update of »EFI eXpress for Photo«, as long as they are offered for the printer by the paper vendor. Self-made profiles can easily be integrated.

### *Simple »Photo Proofing«*

It is also possible to generate a proof using »EFI eXpress for Photo« without color wedge and without spot colors support. These features are offered through an upgrade for Euro 200,-.

### *Color corrections and black-and-white*

Even though most photographers do their color corrections in their favorite application, e.g. Aperture, Lightroom or Photoshop, EFI eXpress offers the option of color correction and conversion of the print data. Last changes and variations can be made without touching the original data.

### *EFI UniDriver*

A comfortable universal interface which offers almost all parameters of EFI eXpress and therefore many more options than the standard print dialogue. Almost all print parameters for network printing are provided, making it nearly a client-server solution.

### Pricing information

Pricing depends on the printing size that the printer allows (please note that the larger package does not include the printers of the smaller packages): Euro 480,- for printer size M, 714,- for printer size XL, and 952,- for printer size XXL, incl. VAT.

### Upgrades

Upgrade from »EFI eXpress for Photo« to »EFI eXpress for Proofing« costs about Euro 238,- in the specific printer class. On top of all photo functions this includes a first class spot color support, color wedges for verification as for the chance to read and print all important data formats, e.g.: PDF, PS, EPS, or remote proofing data.

### Photo Caption: EFI Photo eXpress and Tecco RGB Paper Profiles

The first dedicated RGB workflow solutions for professional and amateur photographers: »EFI Photo eXpress« with an enormous amount of free-of-charge paper profiles, supporting all professional inkjet printing systems from Canon, Epson, Hewlett-Packard and others.

### For Publication: Contact & Info

[http://www.efi-to-go.com/eXpress\\_for\\_photo/index\\_.htm](http://www.efi-to-go.com/eXpress_for_photo/index_.htm)

<http://www.tecco.de>, [contact@tecco.de](mailto:contact@tecco.de)