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Durst 30" Theta 76 digital imager chosen to produce exacting target prints for DIMA Digital Printer Shoot-Out

'Much tighter image and ... Much faster process this time,' Allied Photo says

LAS VEGAS, March 2009 – The DIMA Digital Printer Shoot-Out winners announced at the Photo Marketing Association trade show were honored for producing the highest quality and most accurate photographic images. But what imager was used to produce those exacting target file prints that the DIMA Digital Printer Shoot-Out competitors were required to recreate?

It was the Durst Theta 76 30-Inch Multi-Format Lab System – itself a previous Shoot-Out winner. Allied Photographic & Imaging of Grand Rapids, Mich., once again was given the job of producing prints of the target files for DIMA Digital Printer Shoot-Out entrants. But this year Allied fulfilled the job on a Theta 76, which it installed in June 2008 as part of an expansion of its business, Allied Vice President Toren Prawdzik said.



"The DIMA people were very happy this year," said Prawdzik, whose lab has been awarded the job of producing the prints for the DIMA Digital Printer Shoot-Out the last two years. "They got a much tighter image, and it was a much faster process this time around."

The challenge for DIMA is to provide prints that are accurate, objective representations of the target file. For each entrant's print, according to DIMA's web site, color patches are quantitatively measured and scored. Qualitative criteria also is used in judging: neutral gray balance reproduction, saturation, shadow detail and quality,



overall tonality and detail, highlights and specular highlights, flesh tones, hue shift, and text. So the target file prints must provide entrants with the “perfect” reference point on a range of critical measures. As you might expect, Prawdzik said, the process can be laborious and time consuming.



But this time, it wasn't. "We used to do this on another printer and it took four to five days. But the Theta did it much faster – we tied it up for only two days," he said. "The time comes in because the prints require such tight tolerances. But the Theta calibrated tight and stayed tight. We did our normal calibration in the morning

and that was it. And we're talking about a couple thousand prints." The process was monitored by technicians from X-Rite Corporation, a leader in color science and technology which also owns Pantone Inc.

The Theta 76 "large-format minilab" prints digital images from 2.5 feet by 13 feet down to 2-up wallets, at standard minilab productivity levels. It is an excellent choice for the photo retailer who wants to offer higher-margin panoramics, metallic prints and restorations, as well as for the professional lab looking for versatile photo output and "back-up" during peak production times. The Theta 76 comes in several configurations – including High Speed and Black & White – and features an on-board processor, sophisticated auto-nesting capability, auto-inline cut and sort, and true variable back printing.

"The exceptional image quality, versatility and workflow of Durst's photo printers is widely known, and the choice of the Theta 76 to produce the DIMA Digital Printer Shoot-Out target prints is an excellent application for its capabilities," said Christopher Howard, Senior Vice President of Sales & Marketing for Durst U.S. "We're very pleased to be involved in the photo industry's benchmark event for image quality, and we'd like to thank Toren at Allied Photo for his decision to bring the Theta 76 into his operation."

Pricing and other information for the Durst Theta 76, as well as for other Durst products and services are available by contacting Durst U.S. by phone at 1-888-480-3588, or by e-mail at info@durst.com.

About Allied Photo:

Allied Photographic & Imaging is one of the nation's largest portrait and commercial photo labs. Established in 1952, it offers high-quality printing of photographic images by investing in the most advanced technology and employing expert, industry-qualified technicians. Allied serves a range of portrait and commercial clients from all over the world. For more information on the company, its products and services, call (616) 452-3941 or toll free 800-368-6113. You also can e-mail Allied at info@alliedphoto.com, or visit Allied's web site at www.alliedphoto.com.

About Durst

Durst Phototechnik AG is a leading manufacturer of professional digital imaging systems for graphic, pre-press, signage, commercial / retail display, packaging, industrial, and photographic applications. Headquartered in Brixen, Italy, the company operates manufacturing facilities in Brixen and Lienz, Austria; has major offices in the U.S., France, United Kingdom, Germany and Mexico; and partners with exclusive agents in 120 countries. Durst's solid reputation for quality, precision, innovation and reliability spans more than 70 years.

Durst Image Technology U.S., LLC is a wholly owned subsidiary of the Durst Phototechnik Group and the exclusive distributor and service provider for all Durst professional digital imaging equipment in the United States and Canada. Durst's professional imaging products include the renowned Lambda laser imagers, Rho and Gamma large-format UV inkjet printers, Theta roll-to-cut print photo imagers, photo album creation systems, and other products.

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