



Large Format Scanning & Printing *e-news*

Paradigm Imaging Receives Award At Colortrac 2004 Distributor Conference.

At the Colortrac worldwide distributor conference held in the Netherlands June 18th & 19th, Colortrac presented Paradigm Imaging with the award for largest increase in sales worldwide for 2003. Paradigm increased their sales volume 55% over the previous year. “We had a very successful year with the Colortrac products and are proud to be part of their success” states Randy Geesman with Paradigm Imaging.

Paradigm Imaging Previews Two New Graphtec Scanners At The IRGA Show.

This year’s IRGA show was held in May in Hollywood Florida and saw the introduction of many new products such as medias, finishing products, scanners, printers, etc.

Paradigm Imaging was pleased to preview two new product offerings coming later this summer from Graphtec. The first was a single footprint fully integrated high speed wide format color/monochrome copier. In addition to the single footprint this product also offers features like high speed scan to file, full job accounting and additional print drivers to drive competitive printers.

The other product being offered by Graphtec for release later this summer is a 42” high speed thick document scanner. This product will offer 42” scanning with fully automated thickness adjustment up to .80 inches thick and 9 inch per second scanning speeds at true 400 DPI. This is more than a 1/4 of an inch thicker and 4 inches per second faster than the closest competitor. For convenience all new Graphtec scanners come with simple plug and play firewire and USB 2 interface.

Paradigm Imaging Awarded Order From U.S Air Force For Ten Colortrac 5480’s.

Paradigm Imaging, through their premier government partner DLT, is proud to announce the receipt of an order for 10 Colortrac 5480, 54”, 800 dpi color scanners from the U.S. Air Force.

“These scanners will be staged at an Air Force base in the U.S. and deployed to various strategic locations” comments Steve Blanken with Paradigm Imaging.

“This was an outstanding job and great team effort by our partners and sales team. We look forward to expanding this opportunity” adds Frank Blundell, Eastern Regional Account Manager“.

Inside this issue:

Palisades Research Discusses the Real Value of Value Added Distribution.	2
Paradigm Imaging Group Adds Color Graphics Customer Service Specialist.	2
New Color Management Tools Available At Paradigm!	2
Meet The Paradigm Employee – Oscar Villa.	2
Achieving Consistent, Accurate Color With Large Format Printers.	3
Get a JW1000, 6-Color Printer For FREE!	4

Special points of interest:

- Paradigm Imaging Wins Award At Colortrac Distributor Conference.
- Paradigm Imaging Receives Large Scanner Order From U.S. Air Force.
- One Paradigm Imaging’s Top Resellers Speaks About VAD.
- New Color Management Tools Available At Paradigm!
- Have Your Cake And Eat It Too with the New Graphtec Scanner & Printer Promotion.

Palisades Research Discusses the Real Value of Value Added Distribution.

Palisades Research has been one of Paradigm Imaging's most successful resellers and when asked why they have been so successful over the years here is what their President John Vitale had to say.

“Paradigm is a great distribution partner for us, they have a great product line up, strong inventory and a very good reseller price model. But the above tangible reasons are only a small part of our successful relationship as they are probably offered by many distributors.” says Vitale.

“The real value in our relationship are the intangibles like flexibility, cooperation, a strong sense of team between both companies and an absolute commitment by Paradigm to manage their reseller channel to minimize channel conflict. They sincerely try to promote a win/win environment in their channel” continues Vitale.

“This is a truly interdependent relationship and I believe that is the key to it’s long term success” concludes Vitale.

Paradigm Imaging Group Adds Color Graphics Customer Service Specialist

We are pleased to announce the addition of Allison Spooner to our staff of Customer Service Representa-



tatives. Allison brings extensive high-end color print experience and over 20 years of technical print/prepress background to Paradigm Imaging. Allison has held positions in both sales support and technical support capacities for Xerox, Linotype-Hell, Colorbus and Creo, and is ready to assist you with all of your high-quality, large format scanning and printing needs.

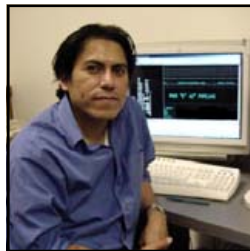
New Color Management Tools Available At Paradigm Imaging!

Paradigm Imaging Group is pleased to announce that Gretag-Macbeth’s Professional Color Management solutions will be added to Paradigm’s line-up of products. One of the products to be offered is the Eye-One Bundle, which includes an Eye-One Pro spectrophotometer and the ProfileMaker 5 Publish Pro software. In one cost effective, easy-to-use package users will be able to create ICC profiles for scanners, CRT/LCD displays and RGB and CMYK output devices. Paradigm Imaging will also offer bundles that include the Spectrolino spectrophotometer and SpectroScan automatic x/y table for the highest level of automation and flexibility when making color measurements.



Gretag-Macbeth products are accepted as the world’s leading source for innovative color technology that combines outstanding ease-of use with excellent price/performance. For more information ask to speak to a Paradigm Sales Representative.

Meet The Paradigm Imaging Group Employee!



Oscar Villa:

Oscar has been a part of Paradigm’s Graphics department for the last five years. Oscar has over ten years of experience in the reprographics field.

You will find Oscar quietly going about his duties of printing, laminating, scanning and all of the other tasks involved with the Digital Services Department. Oscar manages the scanning workflow and is the office expert on finishing of graphics work. When there is a tight deadline Oscar is the first person to take action and ensure everything is done to meet the customer’s expectations. He is always willing to stay late or come in early when the needs of the business call for it.

Oscar likes the busy atmosphere and the challenges involved in the everyday demands of the graphics department.



He says he has seen the customer base grow from smaller printing jobs to large high-end graphics work.

When Oscar is not hard at work at Paradigm he enjoys going to the movies, and hanging out with friends. Oscar finds a good soccer game helps him to relax. In addition to work and play Oscar is also a part time college student. He recently completed a series of CAD classes and received his CAD certification. Oscar has grown to become a valuable part of our Digital Services Department.

Achieving Consistent, Accurate Color With Your Large Format Printers...

As more and more companies diversify their print services to include large format color output, those who become “color savvy” and offer turn-key solutions for color fidelity and consistency will be ahead of the game. With this in mind, *Paradigm Imaging enews* will address various aspects of color management during the coming months. Look for upcoming articles in future issues, as we will be sharing information relative to the ICC Profiling process for scanners, monitors and printers. And, as always, our procedures are used at our “in house” service bureau, which means they are tried and true!

TIP: Did you know that in order to achieve accurate color, your printer should be linearized regularly? In addition, you should ALWAYS use a substrate (paper, film, vinyl, etc.) that has been recommended by the Printer Manufacturer, as use of other substrates may result in the inability to achieve accurate color fidelity.

This month’s article will address Linearization --- the FIRST (and very necessary) step to achieving consistent color output from your printer.

Over time, your printer will vary in the way ink is placed on the paper, resulting in inconsistent color. These variations are caused by environmental changes (humidity, temperature, etc.), in addition to printer wear and tear, replacement of ink heads, or subtle changes in ink hue after replacing ink cartridges. This is not unusual, and can be corrected by a simple procedure known as “Linearization”.

What is Linearization?

Linearization (or calibration, as it is commonly called) is simply the process by which a printer is restored to its linear state. (i.e., when 50% magenta is required, the printer will print 50% magenta). *Linearization restores a “printer and media combination” to the original state achieved when the manufacturer’s baseline (paper) linearization and original ICC paper (or*

other substrate) profile were created.

As individual paper stocks will absorb ink differently, printer manufacturers calibrate and generate paper profiles that are device- and resolution-specific. The amount of ink placed on bond substrate will differ drastically from the amount of ink placed on a photo gloss or vinyl substrate. In addition, the amount of ink placed on the substrate at 300dpi will differ from the amount of ink placed at 1200 dpi, and so on.

Linearization will ensure that consistent color and print quality is achieved by compensating for changes that may have occurred within the printer or within the print environment. As linearization is “device specific” and “media specific”, the process will need to be performed individually for each printer—utilizing each paper type, resolution and dot pattern.

If devices are not regularly linearized, the ink densities will become inaccurate and you may find shadow areas becoming “plugged up” (due to over saturation), or color casts within visible highlight areas (your sky may appear “lavender” due to over saturation of magenta) and skin tones (everyone appears to have a “tan”).

In order to linearize your print device, you will need a spectrophotometer which will be utilized with your Printer or RIP’s linearization software utility. The Spectrophotometer will “read” the current densities and compensate for color shifts accordingly within the software. To achieve the utmost in color fidelity, you can then take the next step and utilize ICC profiling software with your Spectrophotometer to create profiles that will enable your Print device--in conjunction with your scanner and monitor—to closely emulate print-industry standards. *What You See Will Be What You Get.*

As a supplier of the Gretag-Macbeth product line of color management tools, we offer a variety of solutions for your digital color needs. Currently, Gretag-Macbeth’s Eye-One product line offers high quality, cost-effective tools for linearization as well as ICC Profiling. The *Eye-One Display* can be used to calibrate and profile your monitor. Or, for

overall process control, the *Eye-One Publish* enables the calibration and profiling of your scanner, monitor and printer... all with one device using Gretag-Macbeth’s industry-standard Profile Maker software!

Please contact one of our staff if you would like further information on how utilizing Gretag-Macbeth color management tools can help you achieve accurate, consistent color. — [By Allison Spooner.](#)

Now You Can Have Your Cake And Eat It Too!

Paradigm Imaging is pleased to announce a fantastic new promotion from Graphtec. Starting Immediately until August 31st, 2004 Paradigm Imaging will be offering a **FREE** JW1000 36” 6-color printer with the purchase of a CS400 wide format color scanner. In addition to the **FREE** printer you will receive a 2 year onsite warranty on the scanner and a 1 year onsite warranty on the printer.



The CS400 is the latest addition to the Graphtec scanner line up and is the fastest 24 bit color scanner on the market today. It scans at an incredible 9 inches per second at **TRUE 400 DPI** in the monochrome mode and 3 inches per second at **TRUE 400 DPI** in the color mode, and as most of you know by now the JW1000 printer is the fastest printer in it’s class (323 Sq. Ft. / hour), great for both high speed cad output or very high quality graphic output.

Resellers please contact your Paradigm Imaging Sales Manager to see how you can participate and still earn good margins while offering your customers **GREAT VALUE** for their money!

Please see the promo on page 4 for pricing.

FREE GRAPHTEC JW1000 Printer!

That's Right! For a Limited Time, Buy a Graphtec CS400, 40" Color Scanner and get a 36" JW1000, 6-Color Printer for FREE!

Program Details: Buy a Graphtec CS400 scanner for \$16,995 and get a JW1000 printer for FREE. Limit one per customer. Promotion ends August 31, 2004.

CS400 \$16,995

High-performance, full-color 40" wide scanning is yours with the CS400 color scanner. Features like 24-bit color, 800dpi (600dpi optical) resolution, 9"/sec. scanning speed and fully integrated software will meet or exceed your scanning needs.



Available on CS 400 During This Promotion!



BLAZING Fast Speed!

9"/sec @400 DPI B/W mode.

JW1000 FREE!

A 1" wide head with 1,280 nozzles for each of the 6 colors combines high speed with sharp detail and output speeds of 70 seconds for an A1 size print. Whether your field is GIS, surveying, architecture, or machinery, the JW1000 will output all your drawings with sharp, crisp definition.

JW1000 - 36" Wide
(1-yr Onsite Warranty)

JW1000 MSRP - \$6,895

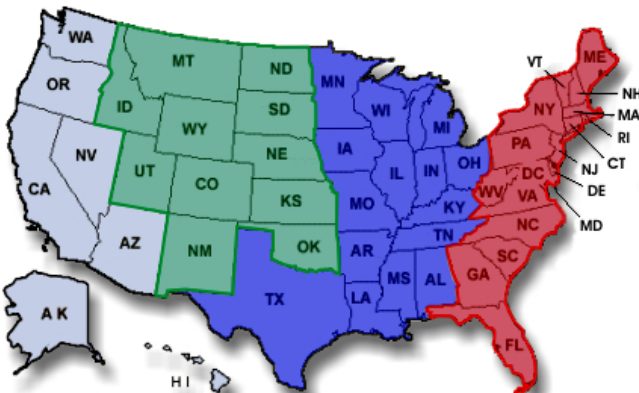


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Paradigm Imaging Group is a large format solutions provider whose expertise extends from scanning and printing products to imaging systems integration, software development and product distribution. Paradigm counts among its clients, companies in reprographics, architecture, engineering, construction and manufacturing, as well as numerous public agencies at all levels of government. Since 1989, Paradigm has grown to become a leading provider of large format scanning and document management solutions. As both a service bureau and as a custom solutions provider, Paradigm Imaging Group is uniquely positioned to share with it's clients the experience gained from using imaging products on a day-to-day basis and the knowledge gained through developing document imaging products.