

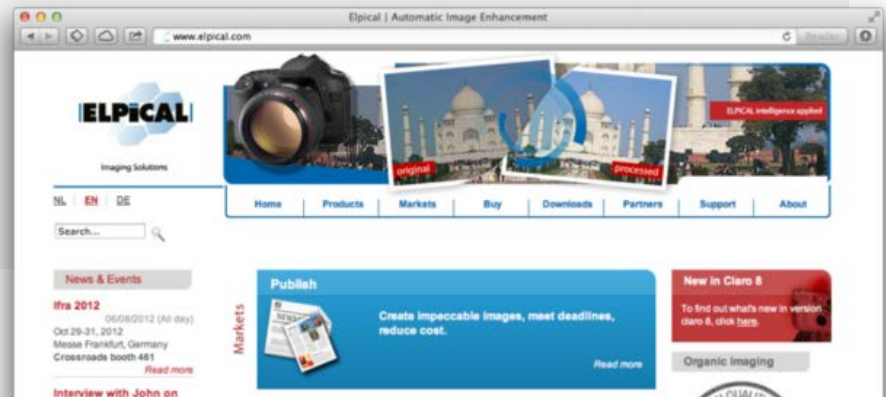
## Claro Premedia Server Automatic Image Enhancement



© Elpical Software  
2014

# About Elpical

- Founded in 1997, as a result of a management buy-out of Victor Hasselblad's Electronic Imaging division
- Involved in digital imaging techniques since the 1980's
- Offices in The Netherlands and Germany
- Customers around the world
- Company remains highly innovative and flexible



## Claro, the technology

- Thorough image analysis
- Dynamic, image specific enhancements
- Subtle on high quality originals, aggressive where we need to be.
- Adjustable to obtain specific look and feel of processed images
- Automatically detect problem-images and route them to an operator



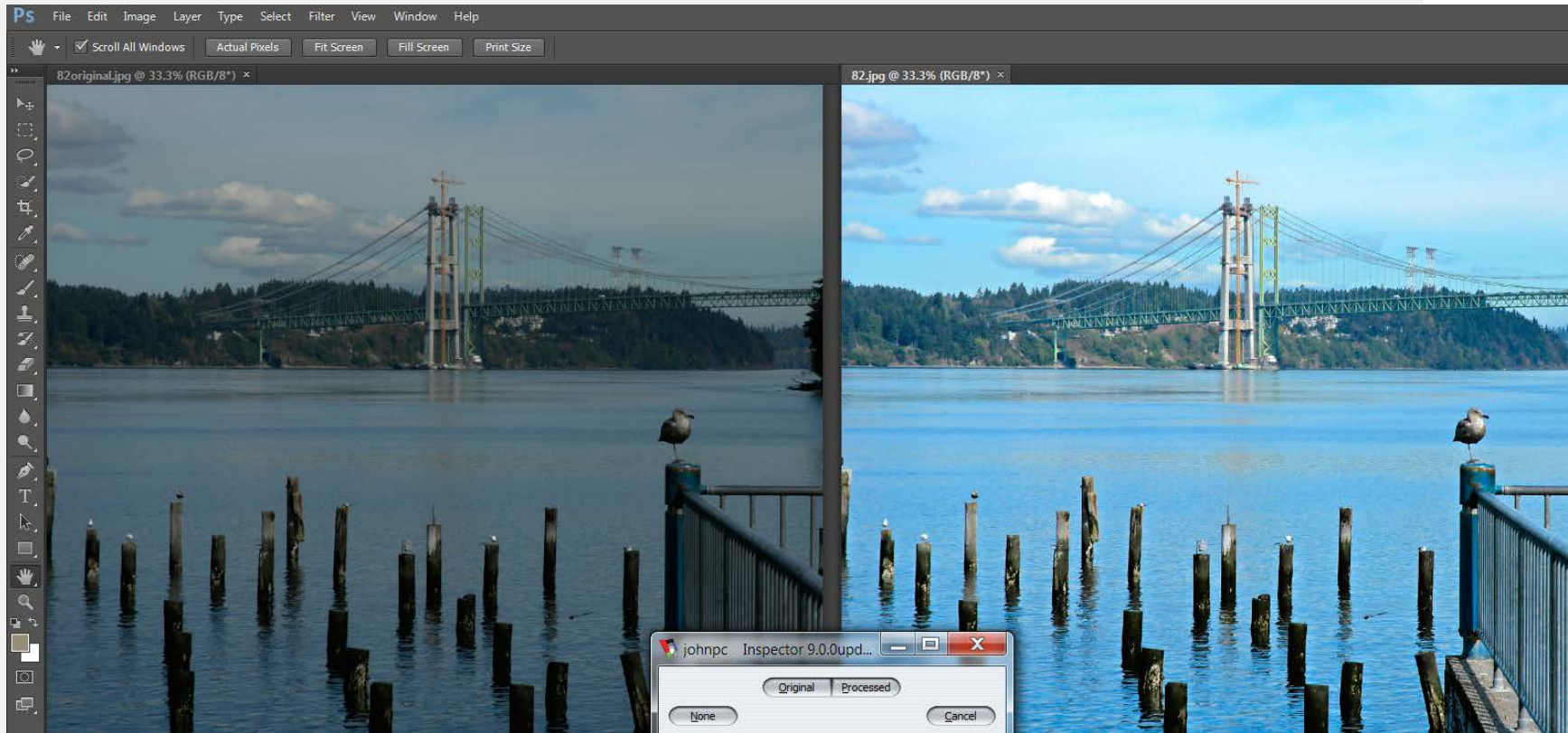
## Claro, the product

- Server application for local installation
- Web-based user-interface
- Hot-folder based workflows
- Automatic or semi automatic workflows
- Optionally ties in Photoshop and Indesign in semi-automatic workflow
- Multi-processor aware, up to 4 concurrent image processes in a single license
- Flexible and open, XML and web-services API
- Load-balancing and automatic fail-over options

## Photoshop Inspector

- Photoshop operator needs to approve the result
- The operator can optionally further tweak the processed image before sending it on
- Or take the original image, process it manually in Photoshop, and send that version back into the workflow

## Photoshop Inspector



## InDesign Job Client

- Submit images to Claro from within your Indesign documents
- Claro crops, resamples, enhances and color-converts images according to page geometry
- Images fit 100% in image-box
- Increased quality, lower file-size



Clario JobClient Processing

Select

Selected images

All images on this page Add

All images in this document

Configuration

Select channel: Indesign

Send to Inspector, message:

Process

0/0

status	image	page	document
👇	13...	1	demo.indd
👇	27s...	1	demo.indd
👇	Bef...	1	demo.indd

Show thumbnails  Auto update

## Elpical Daily

5 October 2011

### When speed is of the essence

Getting your publication out or online on a regular base means being on a tight schedule to meet deadlines

Volume Edition

#### Clario 8 to be demonstrated at Ifra Vienna 11

New version attains unparalleled representations of Natural Skin-tones, organic blues and greens

"BBC Magazine, publisher of internationally renowned titles such as Top Gear and Goodweek World, is one of the latest customers to optimize the capabilities of the newest Elpical Clario. Elpical Clario customers requiring top-notch image optimization in their automated workflows have made Clario their choice for image processing software.

Two versions of the newest Clario solution will be demonstrated in the Connected Hall A stand 780 exhibit at IFRA, October 10-11 in Vienna.

"This is one of our greatest successes," says Alan Dixon, the Elpical Clario integrator from Workflow, UK, who introduced BBC magazines to the Clario software. "BBC is underpinning their scrutinizing production quality, and knowing that Clario can meet their rigorous

### Top Gear Image optimization by Clario

BBC Magazine calls it Smart-Repo, but Daniel Hargreaves just calls it the right thing to do

Interpreting picture for the BBC in 2006, in a newly created position where he was tasked to manage the BBC's extensive reprographic processes, which is often dominated by complex, very high-resolution images. It used that, the work was entrusted to a variety of vendors.

The effort was the working title "Smart-Repo" and focused on helping the former organization to 400 staff produce 40,000 to 50,000 editorial pages a year in a way that was... well, smarter. And smarter included finding an image processing solution that could bolster and retain the variety of imagery that was part of each publication's potential brand trademarks - performance as expected, predictable level of quality and the "look" of that particular publication.

SmartRepo sought to maximize in-house talent to improve processes and final product quality. A new infrastructure included the establishment of publication-specific repro hubs that would, for example, address timeline bottlenecks within and across publications (such as selection of product cycles). Each hub is connected across the network, making it easy to move work around when necessary. Specific examples included making design staffs better image and print-ready work, as well as understanding color space and overwriting fundamentals to recognize color problems and correction requirements.

The broad thinking underlying the approach was to provide best in class resources to fit the needs of internal magazine clusters, including staff equipped with the expertise to address each publication's particular creative requirements.

"It wasn't a fundamental culture change," says Hargreaves, who designed the internal repro team to be flexible and able to juggle any of the work that might come up. Shortly following the lead with the publications' creative teams and creating a first, effective, and quality process. "We created a hybrid of the design teams and the repro team," he said. "That meant winning



DeBorre and other images from Goodweek World

DeBorre and other images from Goodweek World

DeBorre and other images from Goodweek World

### Automation is not a bad word!

"One goal of science fiction writers' novels is painting a bleak picture of the future. In this day's techno-world, webby humans scramble here for a living, dodging the gears of an automated world gone mad."

In this world, we've lost control. We've lost our way. We've lost the very essence of what it means to be human. Just say the word "automation" and in the minds of many, shivers of that word descend. But it doesn't have to be that

massive waste of automation's tools and techniques could very well mean we've successfully in business tomorrow, providing services and contributing to the very human economy.

Automation has many different aspects, but all share a goal of gaining control of our processes, helping us secure consistent quality on time and on budget. These technologies are not about human losing control - rather, they're about humans gaining control. Many of us have





# Routing channels

- Route files based on properties of the file
- Create one2many workflows

If... <<< 0 >>> Add condition Remove condition

- IPTC field  :  User Defined  contains
- XMP field Simple  <prefix> : <field> contains
- The image colorspace is RGB
- The image has an embedded profile
- The filename contains   use regular expression
- The filename extension is
- Image width X height  contains more pixels than
- Jobfile contains B&W conversion
- Jobfile contains CropWidth  contains
- Image has orientation portrait
- Image contains multiple layers

---

Then send to...

- Channel 
  - John
  - Okaz
  - Reka-PDF
  - Reka-images
- Disk folder
- Mirror input subfolders
- FTP
  - Host
  - Username
  - Password
  - Remote folder
- Email

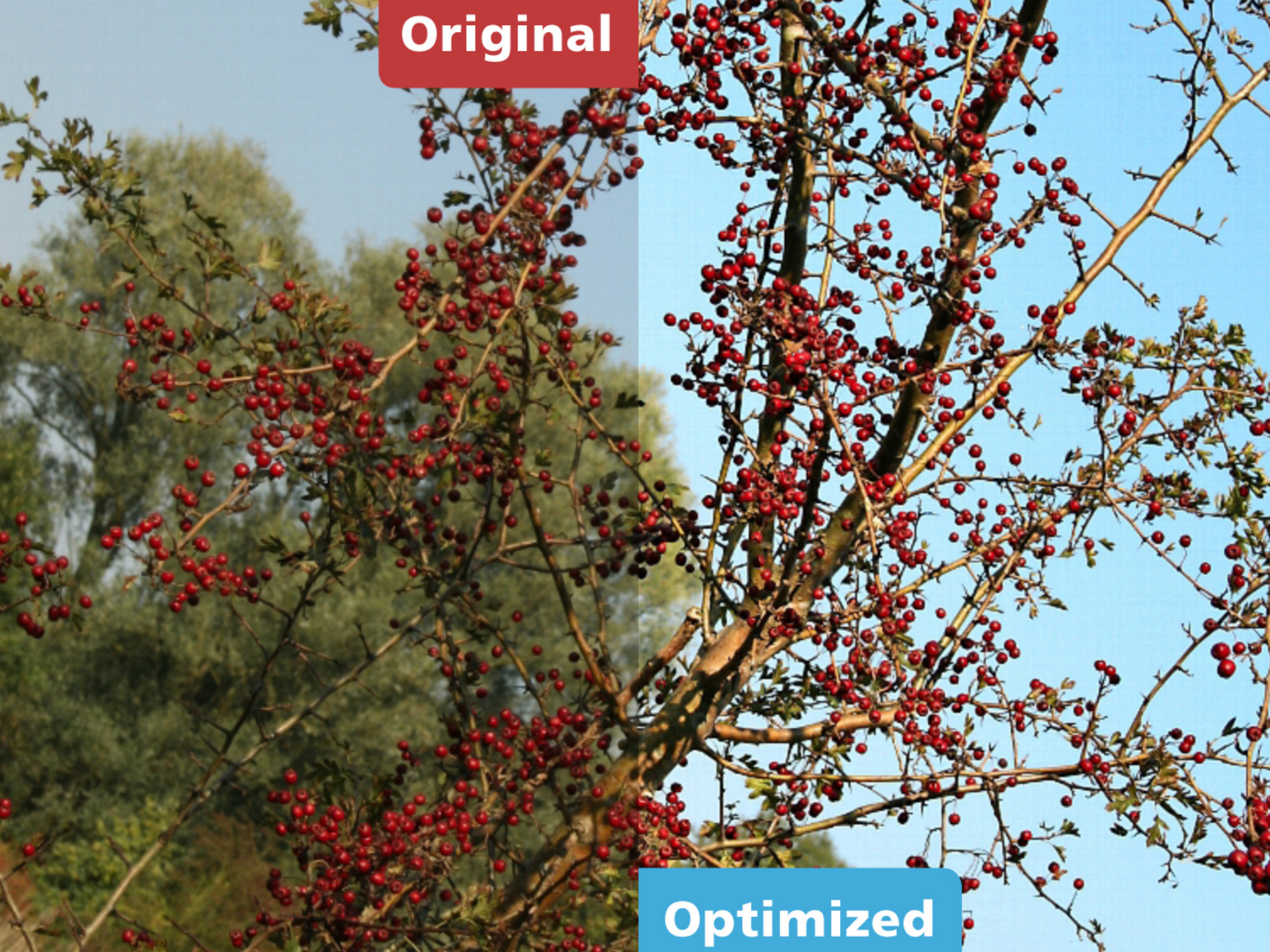
## Supported file-formats

- All common image file formats
- RAW file format support
- Comprehensive PSD support
- Process images embedded in (un-flattened) PDF documents



Examples...

**Original**



**Optimized**



**Original**

**Optimized**

# Markets

- Publishers
- (Digital) Printers
- Pre-press service bureaus
- Ad agencies

## Claro PreMedia Advantages

- At least as good as the best competitors in image quality
- HTML user-interface
- Photoshop Inspector
- Indesign JobClient
- XML and Web-services API' s
- Existing integrations with publishing systems
- Load-balancing and auto-fail-over options
- Price

## For Print and Digital Publishing

- Publishing :
  - Workflow
  - Integrations with publishing systems
  - Save between 50% and 100% on retouching time
- Printing:
  - Offer higher quality print jobs than your competitor without spending the time
  - Biggest quality gain, compared to investments in FM raster or equipment



## Current market situation for Claro

- Skepticism about the possibility to automate image enhancement has evaporated.
- Publishers around the world have proven the cost effectiveness of image enhancement automation.
- Elpical Claro is well known to printers and e-publishers.
- Claro v.9 is even more powerful right out-of-the-box and can be fine tuned to specific image enhancement needs.
- Adoption of Elpical Claro is gaining momentum.