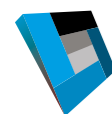## Seamless integration in existing workflows

Claro Premedia offers seamless integration with leading workflow solutions like CCI, K4, Enfocus Switch, WoodWing, EIDOS Media, InDesign, Protec and more.
Through its full **XML and web-services based integration capabilities,** Claro allows an easy integration into existing workflows.

Claro Single is an integration module for automatic image processing that fits seamlessly into many standards-based workflows such as Enfocus Switch® or Fusion Systems Workflow ESP.
Through its **command line interface** it can also easily be integrated in home-grown workflows.

Enfocus
crossroads

WOODWING

vjoon K4

Buy

Elpical Software builds on an extensive network of local resellers who can show you the Claro products, and help you with all your questions.
http://www.elpical.com/partners/resellers

Try Claro software now: **www.elpical.com/request-a-trial**

Fusion Systems Int'l
2455 NW Nicolai St.
Portland, OR 97210
503-261-7395
info@fusionsystems.com

www.elpical.com

About Elpical Software

Elpical Software, an international company with offices in The Netherlands and Germany, develops and markets software solutions for the production and enhancement of digital images and the automation of the image workflow. Based on extensive image analysis, the technology enables publishing houses to automate the enhancement of produced images. Elpical was established in 1997 in a management buy-out of the Electronic Imaging department of Victor Hasselblad AB. Since then, Elpical has become a leading specialist in the field of digital image enhancement and management.

The manufacturer's key products include Claro Single, Claro Premedia Server, 4LeafClover and EmailManager. Elpical's core competence in the field of digital imaging makes the company an ideal partner for other software suppliers who want to combine Elpical products with their own applications, or for system integrators who want to integrate expanded image functionality in their own products.

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ELPICAL

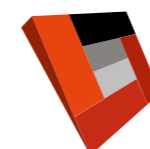Press & Publishing System integrator & Software developers Photo processing for web & print Printing & Copying

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original

processed

claro
Automatic image enhancement

When speed is of the essence

Getting your publication out or online on a regular basis means being on a tight schedule to **meet deadlines**. It often makes time-consuming tasks such as image optimization problematic.
Elpical Claro delivers fully automated image optimization, not by just applying a number of fixed settings, but by **intelligent image enhancement**, based on the Claro Individual Image Analysis of each image.
RAW images, typical image formats such as JPEG, TIFF, PSD and even PDF files can be dropped in a **hot folder** and are picked up and processed automatically.

Speed *and* quality improvements

Speed and quality improvements are often thought to be **contradictory.**
However, Elpical Claro proves you can not only meet your deadlines with a good automated image processing solution, you can also dramatically improve the quality of your results.
Claro enhances images based on unique Claro Individual Image Analysis combined with your specific settings, which affect the final sharpness, color balance and tone of the processed images.
Not only does this improve the quality of your images; it also brings consistency throughout your entire publication.

Optimization that fits your taste!

Depending on where you live, what your taste is, down to which atmosphere you want your publication to breathe... image optimization is always **subjective**.
This is why the Claro engine comes with a wide range of very specific **publication-centric adjustments** and settings to make sure you get exactly the look & feel you are looking for.
We call this **Organic Imaging**.

elpical
claropremedia

elpical
clarosingle

ELPICAL

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Claro Key Functionalities

Claro Individual Image Analysis

Automatic image enhancement is a real challenge.
What is good for one image is not necessarily good for another. Although it seems contradictory, automatic image enhancement actually requires an **individual approach.**
In the Claro Individual Image Analysis, Claro analyzes every individual image thoroughly, looking for such parameters as **sharpness, brightness, contrast, color balance, natural greens and blues, skin tones, Exif information, … and many more.**
This extensive individual analysis is fundamental to Elpical's image enhancement technology.
Thus, Claro products achieve consistent high-quality results, even when the origin and quality of the original images vary significantly.

Claro utilizes **superior enhancement techniques**.
By using **sharpening algorithms**, the sharpening applied to a given image varies in amount and threshold, depending on the sharpness and (reduced) noise levels in the original image.
A **sophisticated anti-halo filter** is applied to reduce undesirable side effects of sharpening, and will even reduce existing JPEG artifacts.
Claro's **local contrast-enhancement** allows for details to be preserved and enhanced both in the bright as well as in the dark areas of the image, without effecting overall brightness of the image.

Claro Individual image Analysis ensures that these and many other techniques are only applied to images that require it.

Stay in control with Claro Inspector for Photoshop®

Stay in control of your workflow with the Elpical Claro Inspector for Photoshop®, which allows you to route critical images to Adobe® Photoshop® for **side-by-side comparisons** and further manual tweaking whenever you feel inclined to do so. (*)

Integrate image optimization in InDesign®

Publishers and large agencies can now set up their image enhancement from within InDesign®, using the **Claro Jobclient for InDesign®.** The **Claro Jobclient** optimizes productivity and use of resources throughout the organization. Images can be cropped and sized to their position in the layout automatically, which results in correct image resolutions and therefore, increased quality and reduced file size. (*)

Rely on an optimized Multi Server setup

Publishers and printers dealing with a large number of images on a daily basis rely heavily on the availability of their Claro processes to ensure continuity in daily production. These clients often depend on multiple Claro servers to do the job.
With **automatic load-balancing and failover features** in a centralized production environment, customers can get the reliability they need with multiple Claro servers operating in cluster mode.
In this pool of Claro servers with synchronized and totally transparent Claro Interface and Settings, **processes run continuously** even if one Claro system fails, **and In resource-optimized fashion** thanks to optimum workload distribution across the different Claro servers (*)

elpical claropremedia
Your image processing server for automatic individual image analysis and organic enhancements.

elpical clarosingle
Your image analysis and enhancement module for integration in standards-based workflows such as Switch or Puzzleflow

Claro feature overview

	claropremedia	clarosingle
GENERAL		
Claro Individual Image Analysis	x	x
Process a wide range of image types (tiff, jpeg, psd, Photoshop PSD, BMP etc.)	x	x
Browser based configuration	x	
Parallel processing (up to 4)	x	
Multi platform	Mac/Win/Linux	Mac/Win/Linux
Client/Server architecture	x	
IMAGE OPTIMIZATION		
Local contrast enhancement of image details with respect for overall brightness	x	x
Dynamic optimization of sharpness, brightness, saturation, noise, black point/white point and color balance	x	x
Reduce jpeg artifacts	x	x
Recognition and treatment of skin tones, natural greens and blues	x	x
Red eye detection and reduction	x	x
Contrast in luminoscity mode	x	x
WORKFLOW		
Integration in editorial, asset management and Web2Print Systems	x	x
File routing based on image characteristics or metadata	x	
Hotfolder processing	x	x
Integration in Adobe® InDesign®	x	
Integration in Adobe® Photoshop® for side by side comparison and retouching	x	
High availability and load-balancing features in multi server setup - **New in Claro 9**	x	
Channel Group creation for better Channel Management- **New in Claro 9**	x	
IMAGE PROCESSING		
Process Images within PDF's	x	x
Devicelink conversion with inksaving	x	
ICC based color and grayscale conversions	x	x
Resampling and resizing of images	x	x
Embed processing information into XMP	x	x

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