

# Shoot it here...proof it there

BY GEORGE J. WHALEN

**A** digital photo studio uses 'remote proofing' to get color-accurate digital proofs to clients and their production teams

**D**igital photography is revolutionizing the ways images are captured, sent, proofed, and readied for printing. Way ahead in all this change is Jeff Kauck, owner of Kauck Photo in Cincinnati. At 40, he's already one of the best-known digital photographers in the U.S. today. Forty percent of Kauck's assignments are digital shoots in his well-equipped Cincinnati and Chicago studio facilities. He blends an artist's sense and appreciation of col-


accurate proofs of his digital images to each team member. These remote sites, which also have the same modem, software, hardware, and Imation Rainbow proofer, electronically receive color-accurate proofs of his digital images, while saving time and money.

"The combination of digital photography and Imation Rainbow remote proofing makes for a fast, convenient, economical, and useful way for us to capture

every nuance of detail, color, and texture from them, to visually express "quality" and "great taste" in his photos.

That's the art. The science is using both remote viewing and remote proofing to share these digital delights with his clients. Minutes after Kauck approves an image, he converts the RGB file to CMYK using either PixelCraft ColorAccess or Scitex ColorShop software. Then, over the ISDN line, he sends team members the image, which looks exactly as it did in the studio. "We can now immediately discuss image details by phone, each of us looking at our own color-calibrated proof, instead of having to wait for a proof by overnight courier," says Kauck.

Based on 3M Matchprint, the Rainbow proofing device reproduces a CMYK file as a 300dpi CMYK proof. Kauck also uses Imation Color Locking Software to ensure consistent, proof-after-proof color accuracy, and a spectrophotometer to verify color accuracy at every step.

Though Kauck still uses film when necessary, he says: "We can now be significantly more faithful to the original color and dynamic range of what we're photographing and much closer to the final reproduction than we could ever get with film-based technology." 



**Above:** An Imation Rainbow proofer renders the digital photo file in CMYK at 300dpi resolution. **Right:** At Kauck Productions, studio manager Wendy McAdams checks a Rainbow proof of Kauck's digital photo of a chocolate chip cookie, before transmitting the photo file to a client. There, it will be proofed on another Imation Rainbow proofer that is color-locked to the one at Kauck Productions.



or, texture, and light with a technologist's understanding of densitometry, digital data transmission, software, and proofing media. The combination of art and science Kauck serves up to his clients now has leading U.S. consumer goods marketers and their agencies lining up as clients.

The "science" behind digital photography at Kauck Photo starts with a Leaf Digital Camera Back, which Kauck uses on Sinar and Hasselblad camera bodies. He then reviews the images in RGB on a Mac Quadra 950 and sends them—via ISDN line—to the client, prepress, and the print production team. Using an Imation Rainbow proofing system, Kauck delivers color-

and share faithful CMYK proofs of our digital images with our client's team," Kauck explains. "Each team member sees our image as it will look when printed. In dollars-and-cents terms, I'd say our way of working can save our clients up to 30 percent on every job and get them from start to finish with better control in just one-third the time."

Many of Kauck's photographs are of food. Typical is the recent shoot for the magazine ads of a leading cookie mix brand. Kauck digitally photographed luscious chocolate chip cookies, baked right in the kitchen of his studio. Those mouth-watering goodies were first preened by a professional food stylist. Kauck then coaxed



Food stylist Kristin Ciminera places a chocolate chip cookie on a red napkin for a series of up-close-and-personal digital photos by Jeff Kauck. On a nearby Mac system, photo assistant Steve Paszt displays a digital photo of another cookie, taken just minutes earlier.

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