



## Putting the photographer back in control – ILFORD launches STUDIO Professional version 7

### Advanced digital printing software for the professional marketplace

Marly, Switzerland, 09 June, 2007 – It is widely believed that digital imaging has freed photography and given photographers the ability to push their creativity to the next level. We can portray the world as we choose, selecting and modifying an image to suit our mind’s eye. ILFORD is fully supportive of photographers seeking to express their inventiveness and with the launch of its STUDIO Professional version 7 software, professionals are now able to take complete control of the digital printing process.

This customised software RIP (Raster Image Processor) is designed for use on a PC platform and offers the professional photographer the flexibility to produce premium quality photographic prints in-house. STUDIO software allows much greater productivity than a standard printer driver as the image is processed and printed in the background, thus permitting the user to immediately manipulate a new image file. In addition, the STUDIO software allows multiple images to be queued and nested together for printing as one job, saving both time and media.

STUDIO version 7 combines three new key features:

- ❑ **An advanced profile range with improved colour fidelity** – Custom built ICC profiles provide optimum image quality with the least amount of ink, saving printing time and money. ILFORD GALERIE media together with ILFORD Professional media are all fully profiled within STUDIO to offer a complete range of creative possibilities
- ❑ **Faster RIPPING** – Improved algorithms allow a more effective transfer of image files through the Ripping process, saving on time and delivering prints more quickly
- ❑ **An auto-rotate setting on conserve media** – Images can be placed in a print queue and nested together to minimise media usage. A new feature in v7 is an auto-rotate function that can slot images into available spaces more efficiently and therefore save on media

“ILFORD has long been associated with the finest media performance. We wanted to help professional photographers achieve a superior workflow, optimising time and maximising high quality output,” said Andrew Stewart, Sales and Marketing Director, ILFORD Imaging Switzerland GmbH. “I strongly believe our STUDIO Professional version 7 software is the best of its kind on today’s market and will prove to be a considerable asset for those working in the industry.”

ILFORD STUDIO software supports Epson StylusPro series printers and will shortly expand its printer libraries to include the Canon ProGraphics range and the HP Z series.

#### Availability

STUDIO version 7 is now available in the UK through JP Distribution. For further details, please contact the press department below.

**About JP Distribution:**

JP Distribution is a successful division of Johnsons Photopia Ltd., an independent, privately owned company that can trace its roots back to 1743. JP Distribution is committed to providing an exclusive complementary portfolio of leading brands for the professional and enthusiast photographer via a dedicated network of retail partners.

Mamiya, Sekonic, Lastolite, Gepe, Geimuplast, Billingham, Giotto, Peli and Schneider are all part of the JP Distribution brand portfolio.

JP Distribution is located in the heart of England at the company headquarters in Newcastle under Lyme, Staffordshire, where the company employs a wealth of experienced personnel with an unrivalled level of imaging knowledge, expertise and experience.

For more information on JP Distribution, please visit [www.johnsons-photopia.co.uk](http://www.johnsons-photopia.co.uk)

**About ILFORD:**

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media for both inkjet printing and colour\*\* photographic processes. ILFORD Imaging Switzerland GmbH., the manufacturing operation, together with the ILFORD world-wide Digital Imaging and Colour Photo businesses, has been owned by Oji Paper, Japan, since July 2005. ILFORD now operates as a fully owned subsidiary within Oji's Communications Paper Division, enabling the ILFORD capabilities to run all the way from raw paper through to the highly sophisticated product design and manufacturing processes incorporated in the end product made in Switzerland.

The ILFORD name is well established in the history of Imaging and today it continues to be associated with cutting edge technology thanks to its strong R&D, technical know-how and manufacturing capabilities.

For more information on ILFORD, please visit [www.ilford.com](http://www.ilford.com)

\*\* The ILFORD Black and White Photo business, including the UK Manufacturing facility, was acquired by HARMAN technology Limited. Trading as ILFORD Photo, HARMAN is licensed to use the ILFORD brand in association with traditional Black and White silver halide products only.

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