



FOR IMMEDIATE RELEASE

ILFORD TO PROVIDE FREE PRINTING FOR PHOTOGRAPHERS ATTENDING WPPI 2011

First 100 Images Submitted In Advance Will be Printed for Free on ILFORD GALERIE Smooth Pearl Media For Pick-Up at WPPI Booth #835

Marly, Switzerland - January 19, 2011 – ILFORD (www.ilford.com), a leading developer and manufacturer of professional quality media for both inkjet printing and color photographic processes, today announced an exclusive offer for photographers attending the upcoming WPPI Convention & Trade Show in Las Vegas on February, 21-23, 2011. To demonstrate the professional quality printing capabilities of its [ILFORD GALERIE](#) range, which will be on display throughout the event, ILFORD will offer a free 16x20 inch print to the first 100 professional photographers that submit their favorite image via the ILFORD secure FTP site by January 28, 2011. To be produced on [GALERIE Smooth Pearl](#) paper by ILFORD image specialists in Switzerland, these prints are certain to hold up to even the most exacting scrutiny. In addition, a limited number of photographers are invited to visit the booth anytime during WPPI 2011 to have a selected image printed on GALERIE [Gold Fibre Silk](#), [Smooth Gloss](#), [Smooth Pearl](#) or [Smooth Lustre Duo](#).

WPPI 2011 will present photographers with an exciting opportunity to view their images on the ILFORD GALERIE line of media. ILFORD GALERIE has quickly become a preferred media for professional photographers, and was recently accepted as a compatible media for the [ARTtrust's initiative](#) to certify original works of art using innovative technology to protect artists' works. Additionally, ILFORD GALERIE Gold Fibre Silk, Smooth Gloss and Smooth Pearl papers were all recently accepted for testing by [Wilhelm Imaging Research](#), a prestigious research organization that publishes data on image quality and permanence of photographs. Early testing from Wilhelm has already proven these media offerings to be highly reliable print solutions for professional photographers.

"At ILFORD, we work tirelessly to create media that can keep pace with the creative vision of our customers," said Jane Dixon, Head of Global Marketing for ILFORD. "We're confident that photographers who select media from the ILFORD GALERIE range will be immediately impressed with the vivid color reproduction of their images. At this year's WPPI Expo, we're certain many photographers will be awestruck when they see what GALERIE can add to their prints."

For busy professional photographers, ILFORD GALERIE media provides a hassle-free printing solution that delivers the consistent results they require. To ensure the most accurate renderings, photographers can rely on the [free ICC Profiles](#) that have been created by the company's in-house print technicians and are available for download through the ILFORD website.

Free Print Submission Guidelines

Photographers submitting images for the pre-event offer must send a single image to the

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ILFORD secure FTP site, and follow that submission with a confirmation email by January 28, 2011. The free offer is limited to photographers planning to attend WPPI 2011 and prints will only be available for pick-up at the ILFORD booth (# 835). Open to the first 100 submissions, the image should be transferred as the highest possible quality JPEG, rendered in Adobe RGB or sRGB color profiles at a minimum of 300 dpi, and not exceed 20 inches in width (or height depending on orientation).

By submitting an image, which will not be altered in any way, the photographer agrees to allow ILFORD to print their file for the purposes of this offer. ILFORD will delete all images once they have been printed, and ILFORD reserves the right to print only images it deems appropriate or suitable. Below are the necessary steps to submit an image:

1. Go to the ILFORD secure FTP site located at: <ftp.ilford.com>
2. Log onto the site using the username "exhibition", no password is required
3. Make sure the title of your image file includes the image name and photographer name
4. Upload the image file (renders as suggested above) by either dragging-and-dropping the file or using your browser's associated FTP utility
5. Send a confirmation email to exhibit@ilford.com that includes the file name and photographer name in the subject line for cross reference to the FTP upload. In this email submitters must specifically note if they DO NOT authorize ILFORD to utilize their email address for future company related communications (any image files sent to this email address will be deleted without being opened)

About ILFORD

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media and other consumables for both inkjet printing and color photographic processes. The worldwide digital imaging and color photographic businesses, which include R&D and manufacturing operations in Switzerland, are owned by Paradigm Global Partners LLP. ILFORD hosts its U.S. sales operations from its offices in Avon, CT.

The ILFORD name is well established in the history of imaging and today continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, research and development, technical know-how and manufacturing capabilities.

For more information on ILFORD, please visit www.ilford.com

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