

*You are invited to two great educational events
and are welcome to attend one or both*

Embassy Suites, 3225 158th Ave SE, Bellevue, WA 98008 tel 425.644.2500

Large-format Digital Printing **Workshop**

Tuesday March 20, 2012, 8:00am - 4:00pm

\$100 fee includes lunch

2012 **Digital Festival & Print Contest**

Wednesday March 21, 2012, 8:30am - 5:00pm

free, including complimentary lunch

*For the **Workshop** and/or the **Digital Festival**,
RSVP to Carol, Kathy, Ryan or John Harrington*

tel 425.643.7323

or

email johnjvhtech@gmail.com

or

on-line www.jvhtech.com/festival.php

You're invited to this great educational event !

Large-format Digital Printing **Workshop**

In this *one-day* workshop, take advantage of hearing and learning from leading experts in the field. The workshop is held one day earlier and in the *same venue* as the JVH Digital Festival.

Where and When

Tuesday, March 20, 2012, 8:00am - 4:00pm

Embassy Suites, 3225 158th Ave SE, Bellevue, WA 98008 tel 425.644.2500

RSVP at tel 425.643.7323, or johnjvhtech@gmail.com, or www.jvhtech.com/festival.php

\$100 fee includes a nice lunch

Agenda

7:00am - 8:00am

Open for coffee and conversation

8:00am - 10:00am

Fine Art Digital Workflow - John Paul Caponigro



Make sure you get the best quality from your files, every time, with an optimal workflow. A Fine Art Workflow is different than a high productivity workflow. You should be able to choose either one. A Fine Art Workflow is . . . **Precise** - process your files for optimum results. **Fast** - standardization can lead to higher quality. **Flexible** - know why and when to make exceptions. **Modifiable / non-destructive** - when your vision evolves your files should be able to evolve with you - easily.

10:15am - 11:30pm

Poetic Imagery and the Fine Art Print - Corinne and Steven Alevkios



How to pose, naturally light, and capture. Learn the amazing form of true rich textures, images with depth of vision. How to produce these images with consistency and integrity.

11:30pm - 12:30pm

Tips on Color Management in PhotoShop and Lightroom - Mark Fitzgerald



Cool techniques and digital workflow techniques that can help you.

12:30pm - 1:30pm

Lunch served at the Embassy Suites

1:30pm - 2:30pm

Black & White Mastery - John Paul Caponigro



Achieve total control over your black and white images. **Discover** what's unique about black and white images. **Identify** a number of black and white palettes and craft a black and white style that's best for you. **Learn** how to convert color to black and white with ultimate control and flexibility. **Adjust** luminosity with unprecedented precision, globally or locally.

2:30pm - 3:15pm

Ins and outs of canvas stretching and finishing - John Morse

Finishing solutions for fine art prints to set yourself apart from the competition, mounting and coating, preservation framing techniques, and finishing touches. Discover the value of a gallery wrap, learn "best practices" to create and finish 100-year giclée prints essential to a successful business. Unique QuickBar solutions. Learn about new business opportunities.

3:15pm - 4:00pm - John Panno

How to get the most out of ImagePrint RIP software

You're invited to this **free** educational event !
2012 Digital Festival & Print Contest

see the latest **large-format digital printers, RIP software, new media, and new applications** for photographers, digital print makers & sign companies

Where and When

Wednesday, March 21, 8:30am - 5:00pm

Embassy Suites, 3225 158th Ave SE, Bellevue, WA 98008 tel 425.644.2500

To RSVP

call: 425.643.7323 email: johnjvhtech@gmail.com on-line: www.jvhtech.com

Digital Festival Topics

From Original Concept to Fine Art Print



Dr. Mark Dubovoy

- ◆ *The most crucial aspect of photography is still the light*
- ◆ *Techniques to deliver maximum quality prints*

The care and feeding of your large-format inkjet printer

- ◆ *Great ideas to keep your printer running smoothly*
- ◆ *How to get technical and application help*

High Quality Fine Art Digital Printing



John Paul Caponigro

- ◆ *Digital print quality is a result of a total print solution*
- ◆ *How to ensure your prints as good as they can get*

Questions you've always wanted to ask, and get straight answers to

- ◆ *Ask about printers, RIPs, color management, marketing*
- ◆ *Position your company/products with creative guerilla marketing*
- ◆ *Digital printing workflow fact and fiction*

What's new in large-format printing

- ◆ *Aqueous and solvent large-format printers*
- ◆ *New media for burgeoning new and exciting markets*

Digital Print Contest

8th Annual JVH Digital Print Contest

- ◆ *one print of any size and any finish can be entered*
- ◆ *eligible for prizes if printed on any inkjet printer with any media*
- ◆ *3 categories - portrait/people, nature/landscape/art, B&W*

EPSON

3880 4900 7890 9890
7900 9900
11880
656000

PHOTO-QUALITY
PIEZO-PRINTERS

Canon

WS100/6350/8300/9100

PHOTO-QUALITY
THERMAL-PRINTERS



DesignJet Z Series

PHOTO-QUALITY
THERMAL-PRINTERS

HASSELBLAD
X1 X5

WORLD'S-BEST
FILM-SCANNERS

efi

MAC/PC-PRINTING
RIP/SOFTWARE

imageprint
by ColorByte Software

MAC/PC-PRINTING
RIP/SOFTWARE

ONYX

PC-PRINTING
RIP/SOFTWARE

SEAL

LARGE-FORMAT
LAMINATORS

MOAB Premier

ILFORD

océ **Magiclee**

PHOTO-TEX
INKJET
MEDIA

Digital Festival & Print Contest Agenda

Wednesday, March 21, 2012

at Embassy Suites, 3225 158th Avenue SE, Bellevue, WA 98008, tel 425.644.2500

7:30am - 8:30am

Open for coffee and conversation

8:30am - 9:00am

Introductions

9:00am - 11:30am

Dr. Mark Dubovoy

From Original Concept to Fine Art/Photo Print



1. How to properly capture an image for maximum quality. Most photographers are not aware, for example, that relying on a typical professional SLR camera's lightmeter leads to discarding 75% or more of the tonal information a sensor can deliver. 2. What are the pitfalls of current camera designs and typical contemporary photographic thinking in a very different digital world. 3. Some important tips and methodologies to enhance your vision in order to achieve superior results. 4. How to calibrate and characterize your equipment for seamless workflow and color management in a totally controlled environment. 5. The importance of the photographic print in a screen centric world. 6. What are the appropriate techniques, as well as the best (hardware and software) tools to deliver maximum quality prints. This includes capture, editing and printing tools and techniques. 7. Different types of digital prints and wide format quality printing.



12:00am - 1:00pm

Complimentary lunch served at the Embassy Suites

1:00pm - 3:30pm

John Paul Caponigro

High Quality Fine Art/Photo Digital Printing



Choose wisely and get the very best digital print quality possible. Digital print quality is a product of a total solution - substrate, ink, printer, driver/RIP, profile, ink limit, print speed, viewing light, environment, and presentation. Learn what each component contributes to print quality and how they all work together to ensure your prints are as good as they can get.

1. **The Print** What prints do like nothing else. 2. **R/Evolution** Digital printing offers many paradigm shifts. 3. **Scale** Size matters. 4. **Longevity** How to ensure your prints last. 5. **Make A Print** What you need to do step-by-step. 6. **Total Solution** Identifying all the contributing components. 7. **Color Management & Proofing** Get the best results consistency. 8. **Profiling** What you need to know about printer profiles. 9. **Navigating Drivers / RIPs** Using printer software correctly. 10. **B&W** Black and white printing solutions. 11. **Substrate** The materials you print. 12. **Ink** What you put on a substrate. 13. **Ink Limit** How much you put on. 14. **Separation** Understanding CMYK. 15. **Resolution** What's ideal and how much you need. 16. **Output Sharpening** Compensating for dot gain. 17. **Bronzing, Metamerism, Gloss Differential** 3 things to watch for. 18. **Outgassing Drying** time. 19. **Protective Coatings** Sprays and varnishes. 20. **Outputting to Film** Make new film for historic processes. 21. **How to Choose a Printer** Choose the right features for you. 22. **Solving Common Challenges** Simple solutions to common problems.

3:30pm - 4:30pm

Peter Sorenson/Epson, John Pannozzo/ColorByte, Jim Walters/Canon,
John Paul Caponigro, Dr. Mark Dubovoy

Ask the Experts

Open forum on questions you've always wanted to ask about large-format printers, RIP software, inkjet media, industry practices, facts and myths. Straightforward answers from industry experts.

4:30pm - 5:00pm

Print Contest Results

a free educational event

To register, call: tel 425.643.7323, email: johnjvhtech@gmail.com
or go online at www.jvhtech.com/festival.php

JVH 8th Annual Digital Print Contest

Wednesday, March 21, 2012

at Embassy Suites, 3225 158th Avenue SE, Bellevue, WA 98008, tel 425.644.2500

7:00am - 10:00am

Digital prints accepted

all day - 3:30pm

Viewing and voting by everyone in attendance

4:30pm

Winners announced and prizes awarded

5:00pm - 6:00pm

Entrants can pick up their contest prints



A fun, free, educational contest

Check out the rules on the following page and bring your image to the Embassy Suites on March 21

To register/enter the Contest,
call tel 425.643.7323
email johnjvhtech@gmail.com
or on-line at www.jvhtech.com/festival.php

JYH 8th Annual Digital **Print Contest** Rules

Spirit of the Contest

The Digital Print Contest is part of the JYH Digital Festival and is meant to be educational and fun. We would like to show off some of our customers' variety of great photography and fine art.

The Digital Print Contest will take place Wednesday, March 21, 2012 at the Embassy Suites in Bellevue, WA. Everyone attending the JYH Digital Festival will have a vote. Voting will be from 10:00am - 3:00pm. The final results will be announced at 4:30pm at the Embassy Suites.

We will ask qualified attendees to vote for prints in three categories. We would suggest a good criterion to judge is what artist and his or her piece have the **most impact** on you. The intent is to have attendees vote for the art/photo of artists whose work they like the best.

Where

Embassy Suites, 3225 158th Ave. SE, Bellevue, WA 98006, tel: 425.644.2500

When

Art is to be received at the JYH Digital Festival on Wednesday March 20 from 7:00am - 10:00am. Display, viewing, and voting will take place all day until 3:30pm.

What's eligible

Participants can enter one print in one category of any piece of art or photography printed on a digital printer. Entries are eligible for prizes if printed on any digital printer on any media. The entrant should be the original artist, or have approval from the original artist to enter the print. One print can be entered. A two or three-panel same-scene collage is eligible. There are no restrictions on size. Print can be framed or unframed. The prints will be displayed flat on white tablecloth-clad tables. You can provide any additional easels or other structure to display your work. If your prints are large or oversize, you will be expected to provide the mechanism to display them. Voting will be by three different categories.

Print Identification

People are very interested in how prints are made, on what media, finishes applied, etc. In that spirit, we would like entrants to include with their print a 4 x 6 card listing the print title, digital printer model it was outputted on, type of media printed on, program and/or RIP printed from, and any interesting info about the print.

Rules

1. Entrants, or a designated representative, must be present some time during the Digital Festival to be eligible to win prizes.
2. JYH will determine the rules of the contest which may change as conditions may change. Categories are People/Portrait, Landscape/Nature/Art, and Black&White. Prizes will be awarded by category.
3. While we will take every precaution to protect and safeguard the art, JYH takes no responsibility for the welfare of the art in terms of vandalism, theft, damage, breakage, weather problems, or any other factor.
4. Entrants will be expected to retrieve their art at the Embassy Suites, after 5:00pm on the day of the Festival/Contest. JYH takes no responsibility for storing art/prints or shipping them back to entrants.

Hotels in order of proximity to Embassy Suites

Bellevue Hotels

Embassy Suites – Festival hotel

3225 158th Avenue SE
Bellevue, WA, 98008
425-644-2500
www.embassysuites.com
\$160.

Days Inn/Eastgate – 0.1 miles

3241 156th Ave SE
Bellevue, WA 98007
425-643-6644
www.daysinnbellevue.com
\$75.

Silver Cloud Inn Eastgate – 0.2 miles

14632 SE Eastgate Way
Bellevue, WA 98007
425-957-9100
www.silvercloudinn.com
\$89. free breakfast, internet

Hotel Sierra – 0.4 miles

3244 139th Ave. SE
Bellevue, WA 98004
425-747-2705
www.hotel-sierra.com/locations/bellevue
\$149.

Larkspur Landing – 0.6 miles

15805 SE 37th St.
Bellevue, WA 98007
425-373-1212
www.larkspurlanding.com
\$125.

Homestead – 0.6 miles

3700 132nd Ave.
Bellevue, WA 98007
425-865-8680
www.homesteadhotel.com
\$85

Airport Hotels

Days Inn Seatac – 15 miles

19015 Pacific Highway S.
Seattle WA
206-244-3600
\$79.

West Coast Gateway – 15 miles

18415 Pacific Highway S.
Seattle, WA
206-248-8200
\$85.

Doubletree Airport – 15 miles

18740 Pacific Highway S,
Seattle, WA
206-246-8600
\$129.