



# Newsletter

Spring 2009

JVH  
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LLC

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INNOVATIVE  
STRATEGIC  
MARKETING  
CONSULTING

LARGE-FORMAT  
DIGITAL  
IMAGING  
SYSTEMS

## JVH posts Contest-Winning Prints

Ryan has posted the winning artists' Rprints at [www.jvhtech.com](http://www.jvhtech.com). These are an impressive bunch of images. You can also take a look at five years of JVH Print Contest winners, an outstanding collection of work. It makes you want to get a print ready for the **6th** Annual event this Fall.

## Pacific NW Color Management User Group

**Subject:** Studio Workflow and RGB Color Correction  
**When:** Tuesday, March 24 @6:00pm  
**Where:** Adobe Fremont Campus in Seattle, Thom Schroeder will be presenting the workflow used by the REI Photo Studio to capture nearly 20,000 images annually. He will explain how REI uses an all-RGB workflow through its internal premedia. This event is aimed at those in the photography industry interested in learning about the workings of a robust studio environment, as well as those in prepress/premedia, design and print interested in learning how to break out of a traditional, device-dependent CMYK methodology. You can go to <http://pnwcmug.com/pages/eventseattle.html> for all the info. It should prove to be an informative evening.

## The Magic of Marketing

In these trying economic times, we all need to reevaluate our businesses and make some smart and tough decisions. Of course, a business's number one goal is survival. Number two is making a profit. Some inexpensive strategic marketing can go a long way to achieve these goals.

At JVH, we try to **savor** every order, get more **in contact** with our customer base, **appreciate** every current customer, **value** every new contact, and realize you have to **earn** and work hard for everything.

JVH is an added-valued company and to help you, we would be more than happy to provide you with **marketing ideas** tailored to your business. Whether it's promotion thoughts, positioning your company, developing burgeoning new markets, or lighting a fire under your sales people, we can throw a half dozen worthwhile ideas at you. It's **free** - all you need to do is ask.

We also have a free JVH **Local Business Finder** on our site. Check it out. If you would like to be listed, please give Ryan a call to discuss the guidelines.

## New Firmware for Epson 7900/9900

For all Epson large-format printers, you should **always** download new firmware when it becomes available because it **fixes bugs** and **improves functions**. New firmware was just released for the 7900/9900 printers. For all Epson printers, you can check for new firmware and drivers at [www.epson.com](http://www.epson.com) under Drivers & Support. Don't hesitate to call if you need any help.

## ColorByte ImagePrint v8.0 coming soon

ImagePrint v7 has some nice features and functionality including Dynamic Contrast Matching technology that improves quality of prints in both color and black and white. With the recent announcement of ImagePrint v8 there are many additional features. To name a few, you will be able to do full custom vector **text generation** and editing and enhance images with **frames, borders and matting**. A totally **new spooling system** features sorting and searching, page thumbnails of every job, plus **archiving** and retrieval support. It also supports the new 7900/9900 printers. ColorByte tells us v8 RIP software will be released soon.

## Epson Printer Specials

Here are the latest Epson special promotions valid through **March 31**. The mail-in coupons with all the details are on [www.jvhtech.com](http://www.jvhtech.com)

Buy a **SP3800** 17"-wide printer and get a **\$200** rebate by mail

Buy a **SP4880** 17"-wide printer and get a **\$480** instant rebate

Buy a **SP7880/7900/9880/9900** printer and get a **\$500** instant rebate

Buy a **SP11880** 64"-wide printer and get a **\$5,000** instant rebate

Buy a **GS6000** 64"-wide solvent printer and get a **\$3,000** rebate by mail

## Epson Media Special

Buy a 24"-wide Epson 7880 or 7900 and receive 2 free rolls of Premium Semigloss Photo Paper

Buy a 44"-wide Epson 9880 or 9900 and receive 4 free rolls

**EPSON**  
3800 4880 7880 9880  
7900 9900  
11880  
GS6000  
PHOTO-QUALITY  
PIEZO-PRINTERS

**Canon**  
WS100/6100/8100/9100  
PHOTO-QUALITY  
THERMAL-PRINTERS

**hp**  
DesignJet Z Series  
PHOTO-QUALITY  
THERMAL-PRINTERS

**HASSELBLAD**  
X1 X5  
WORLD'S-BEST  
FILM-SCANNERS

**wacom**  
DISPLAY  
PEN-TABLETS

**ColorByte**  
SOFTWARE  
MAC/PC-PRINTING  
RIP/SOFTWARE

**ONYX**  
PC-PRINTING  
RIP/SOFTWARE

**SEAL**  
LARGE-FORMAT  
LAMINATORS

**Hahnemühle**  
FINEART  
**moab**  
**ILFORD**  
**océ** **MagickLée**  
**PHOTO-TEX**  
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M E D I A