

Imaging Specifications Reference

Device	Resolution	Program / File Type	Output Size*	Color Space	Paper Surfaces
Xerox™ DocuColor Copier	200 dpi at final size is ideal	Quark Xpress Photoshop .eps files Illustrator, InDesign	8.5" x 11" 11" x 17" 12" x 18"	CMYK	Coated Uncoated Plain Paper Cover Stock
Roland™ HiFi InkJet	100 dpi at final size is ideal	Quark Xpress Photoshop .eps files Illustrator, InDesign	Up to 50" wide	CMYK	Paper, Banner Vinyl and Removable Adhesive Vinyl**
HP™ InkJet	100 dpi at final size is ideal	Quark Xpress Photoshop .eps files Illustrator, InDesign	Up to 60" wide	CMYK	Polyfilm, Paper, Banner Vinyl and Removable Adhesive Vinyl**
Lambda™ RA-4 Photo Printer <i>Photo quality output direct from digital files</i>	100 dpi at final size is ideal	Quark Xpress Photoshop .eps files Illustrator, InDesign	Up to 50" wide	RGB	Matte Photo Paper Duraflex Duratrans
Mutoh™ Vinyl Printer	100 dpi at final size is ideal	Quark Xpress Photoshop .eps files Illustrator, InDesign	Up to 84" wide x 600" long <i>72" w in Stock</i>	RGB	Outdoor Sign Vinyl

* All maximum sizes have 1/4" margins

** Other media available upon request

- Digital files should be submitted in the appropriate color space (i.e., CMYK or RGB) as presented above based on the desired output device. For color accuracy we use SWOP Coated for CMYK and Adobe (1998) for RGB.
- Be sure the graphics are the specified dpi based on output device. Do not interpolate ("res up") as this will soften the image and cause your output to display "the jaggies."
- Large graphics should not be created any smaller than 1/4 size. When creating graphics at a fraction of the final size, remember to make appropriate changes in the dpi. For example, a graphic that is going to be output on the Lambda @ 400% (or is 1/4 size) needs to be 400 dpi so that the final output is 100 dpi at final size
- Please **do not** use lzw compression when saving tiff files as use of this compression will cause the output device to crash.
- We cannot reproduce duotones. However, we can come reasonably close based on samples that you provide for color-matching. Also be sure to change duotones to the appropriate color space for the output device (duotones generally cause problems for our RIPs)

- Please **include all fonts** as they are copyrighted and our fonts may cause a reflowing of text.
- For critical color we suggest that you create a palette of color swatches for your projects. We will output your palette of color swatches on the correct printing device so you can predict the colors, and/or present to your client for precise color selection.
- We can provide a pantone chart from the specified output device so you can see the actual color results.
- When using Pantone™ colors at 100% do not convert any builds. Please leave these as spot colors. Screens of Pantone™ colors may print with unexpected results as we do not use Pantone™ inks in any output device.
- Please do not review color or pull proofs of color on any output device other than the output device we are using - otherwise there may be drastic color surprises that are not desirable!
- When providing Photoshop™ files by themselves for output we prefer .eps files without .jpg encoding. Please have a .psd (layered file) available upon request when applicable.
- Always include a hard copy or Acrobat™ .pdf sample for layout and reasonable color quality control. .



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