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Studio P Inc.

About a year ago, as part of the Palmetto Street Expansion Project, Studio P's color printing department began a search for a new Drum Scanner to compliment the upcoming acquisition of the new Lightjet 500XL chromogenic printer. Using lasers to expose photographic paper at sizes up to 72x120 inches, the Lightjet 500XL represents a pinnacle in the history of chromogenic chemistry developed photo printing. To make prints of this scale, it was obvious that the highest quality scan would be needed to complete the printing workflow.

After testing numerous scanners and software packages, we quite easily came to the conclusion that the Aztek Premier accompanied with the Digital Photolab software was the way to go. Having the range and control over aperture spot sizes independently from the resolution allows us to match the spot size to the grain of the film, which is critical for making the photo enlargements necessary for our printer. Another deciding factor in our decision was the ability streamline the scanning of negatives using the Custom CMS feature in the Digital Photolab Software. Many of our large-format photography clients shoot primarily with color negative film, which can be very challenging to scan. Digital Photolab is one of the few software bundles available that really takes this need into consideration and offers the controls and presets needed to make the fine adjustments for our work.

A year later, we are very happy with both of our new pieces of equipment and it's pretty hard to imagine having one without the other. We've really had the chance to put the Aztek Premier through internal testing both against our previous scanner and up against some of the most fastidious art photographers in the world. We would absolutely make the same choice again if given the opportunity.

I'd like to thank Haddon and the entire Aztek team for the continued and support and service they have provided.

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FOR IMMEDIATE RELEASE

## **Studio P, Elite Digital Post-Production Lab, Debuts New Downtown LA Studio**

Los Angeles, Calif. / April 12, 2005 ----- Studio P, the internationally recognized digital imaging studio, has opened a spacious new lab that radically amps up its boutique-grade post-production services. The high-energy digital studio, which serves a devoted and fast-growing clientele of top artists and photographers, has already set an impressive standard for digital post-production. Now, under the single roof of its recently opened, 10,000 sq. ft. Palmetto Street facility, the Studio P job management team offers a complete range of post-production services—from scan to mounted print—at the superior level of quality that its clients have come to depend on.

### **Optimized Post-Production Facilities and Streamlined Services**

The new Palmetto Street studio combines P Post, a digital retouching studio; P Archives, the digital capture and management department; P Prints, an exhibition printing studio; and “P Fab,” a superior mounting and fabrication workshop, into a single, all-in-one facility. Highlights include:

- \* For image archiving, multiple in-house drum, flatbed, and direct capture scanners.
- \* For image manipulation, Retouching, 3D Modeling, Painting, Compositing, and Enhancing services.
- \* For output, a brand new, in-house Lightjet 500XL Digital Chromogenic Printer, with 6’x10’ photographic printing capabilities, as well as a full stable of calibrated printers capable of printing on virtually anything at any size imaginable.
- \* The Flawless Finish: Studio P delivers a perfect final product with a full range of laminating, mounting and finishing services.

### **A Dynamic Young Studio in Vibrant Downtown Los Angeles**

With its beautiful new space at 1248 Palmetto Street, Studio P affirms its unabashedly urban vibe, transforming a grungy downtown factory into a state-of-the-art imaging studio. Located in the heart of LA’s fast-growing downtown arts district—home to artist lofts, locations filming, and cafés and galleries—the Palmetto Street studio promises to be a vital part of the city’s creative core. In close proximity to museums, restaurants, and the new Disney Music Hall, Studio P is a nexus of creativity. A facility like no other, housing a team like no other: Studio P, where high-profile art, photography and fashion innovators converge to make vision into reality.

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