



Large Scale Production of Giclee and Décor Prints For Serious Print Shops & Fine Art Ateliers



Improved Workflow and Impressive Dedicated Software Solutions to be Announced by Hewlett-Packard

At the Atlanta Art Expo and Decor Expo 2005, Hewlett-Packard revealed a preview of a remarkable new software that will revolutionize the digitization of oil paintings and watercolor paintings. HP has patented this software with a host of patents (we lost count). Since FLAAR is a leader in fine art giclee photography we welcome any photography hardware or software that can assist the digitization of paintings. Most people rush to find a printer with an unrealistic dpi, hoping that the mythical dpi count in the alluring advertisements will create a better giclee for them.

But all the dpi in the world won't rescue a bad scan or a bad digital photo of the original artwork. For this reason FLAAR has initiated an innovative training program precisely in digitization of art. We present this in the final pages of this brochure. But first lets look at this ground-breaking HP exhibit.

This HP exhibit is precedent setting in ways never expected of a traditional staid corporation. The exhibit was

- alive with artistic expression
- innovative in every way, shape, and form
- provided an impressive diversity of art.

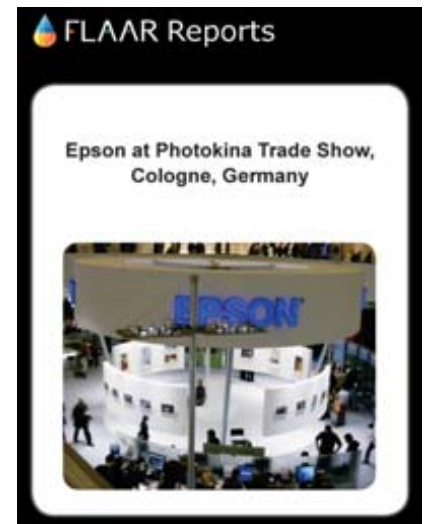
All these factors differentiate this year 2005 giclee exhibit from exhibits in the past that were stuck on featuring just one artist, often boring or unpopular; were too "corporate America," and by their very nature, dull and uninspiring exhibits that toed the corporate line but which in the process ignored the preferences and culture of the very audience that the corporation wished to interact with

During 2003-2005, the best exhibits, bar none, year after year, were those of Epson. The epitome of the Epson exhibits was theirs of Photokina 2004: one of the most stimulating artistic and photographic exhibits of any trade show in this decade. We were sufficiently impressed that we did an entire FLAAR Report on this exhibit. You can obtain it free by filling out the Survey Form on any FLAAR site.

But at Atlanta, Hewlett-Packard has upped the ante and successfully re-entered the world of fine art giclee. We celebrate the success of the Atlanta exhibit with this photo-essay on the exhibit.

If you wish to visit this exhibit in person, you can see the HP giclee initiative in action at the New York Art Expo / New York Decor Expo, coming in a few months. In the meantime, we hope you enjoy this photo essay on printing fine art giclee on canvas and on watercolor paper.

Since the new HP software is not officially released, we do not feel it is appropriate for FLAAR to reveal the details. You will be able to experience this breakthrough yourself in New York at the upcoming trade show.



Hewlett Packard

Atlanta Art / Decor Trade Show



Hewlett Packard Atlanta Art / Decor Trade Show



Andy Wood, Co-Founder and CEO of Squirt Printing is one of the moving forces behind the renaissance of giclee at Hewlett Packard. "Squirt" is a play on the meaning of the French giclee, namely squirted ink.



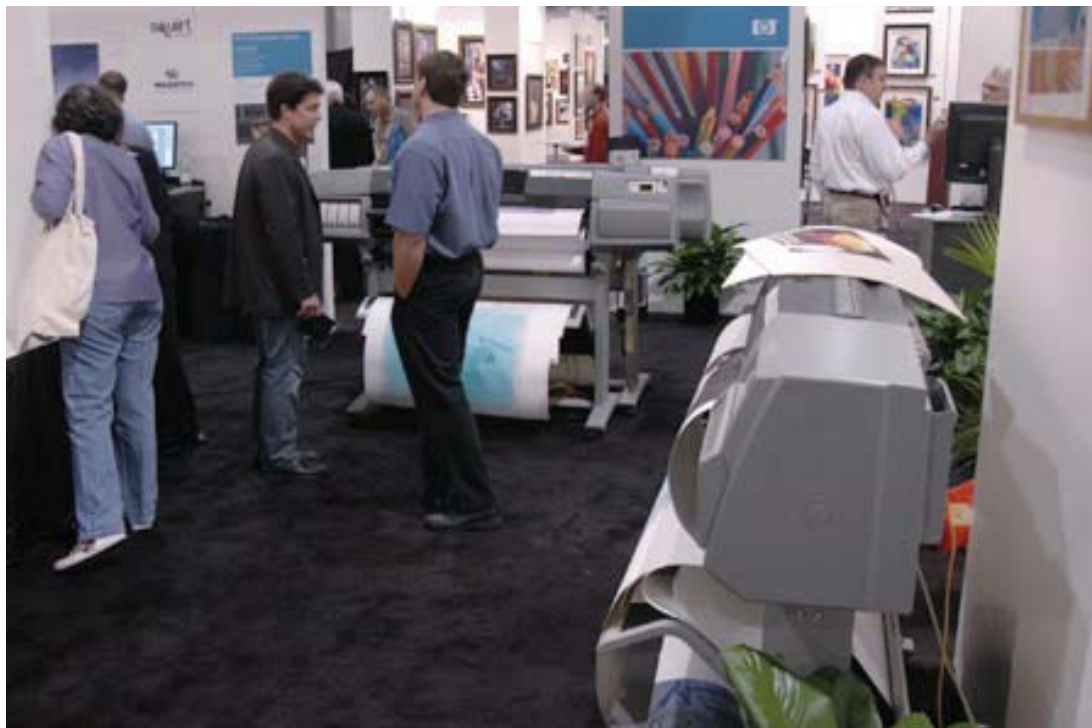
Hewlett Packard Atlanta Art / Decor Trade Show



T. H. Saunders is the artist responsible for the abstract art of reality: views through the microscope of crystals of everything from Rum to bananas to Viagra.

Hewlett Packard

Atlanta Art / Decor Trade Show



Hewlett Packard Atlanta Art / Decor Trade Show



David Christensen, developer of the professional lighting systems from North Light Products, stands with his lights for photographing oil and watercolor paintings. At the present time, the new HP giclee software works exclusively on a BetterLight tri-linear scanning camera and lights from North Light Products. For further information contact mike@betterlight.com and also visit the North Light Products website at www.northlightproducts.com.



Hewlett Packard

Atlanta Art / Decor Trade Show



Neschen has a liquid laminator for giclee prints on canvas. Neschen is the world's largest company. We are considering evaluating this laminating system at the FLAAR facilities at Bowling Green State University.

Hewlett Packard

Atlanta Art / Decor Trade Show



John Witaschek (HP, San Diego), Andy Wood (Squirt Printing), and Peter Moger (in tan coat and jeans). Peter is the Director of the art group, an innovative manner of ordering giclee prints in museums. We regret that Dr John Gowan could not also be in this photo, as he and John Witaschek are two prime movers in the giclee industry.





FLAAR Reports

Helpful Titles for Learning Giclee Printing



Series #1
 Reviews of Individual Printers
 All 9 reports for \$100.00



Series #2
 How to Succeed in Giclee as a Business
 All 5 reports for \$140.00



FLAAR Reports

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Drawings, and Posters so You Can Print as Giclee
All 9 reports for \$100.00