



FLAAR at Print 2005





Five different universities each had a booth at Print '05 (RIT, Western Michigan, etc). Most trade show organizers provide a courtesy booth to a university (FLAAR is at Bowling Green State University). So FLAAR arranged its own booth at Print '05. The booth allowed members of the public to meet the FLAAR staff, and for FLAAR personnel to meet some of million+ readers who make the FLAAR web sites a much beloved resource on the Internet.

More than half a million people, in over 62 countries, read FLAAR comments on wide format printers. This is more than all trade magazines put together. But we feel that trade magazines are a great resource and we encourage people to subscribe. It's just that we are an institute at a university, so our educational goals are to reach a wider and representative audience.

Another quarter million photographers read FLAAR reviews of digital cameras on www.digital-photography.org.

Several hundred thousand people read FLAAR discussions of flatbed scanners on www.flatbed-scanner-review.org.

Considering that our readership is an international phenomenon, it makes sense for a trade show organizer to feature FLAAR. Thus you can see that the organizers of the Wide Format Pavilion of the Print and Converting '05, made a good move to show the logo of FLAAR over the entire wide format printing area. This was not merely near our booth, it was every 30 yards in the whole area, on all the aisles in the Wide Format Pavilion area.

FLAAR Photos by Nicolas Hellmuth in the Innovation Gallery

The Innovation Gallery is a development by Sonia O'Donnell to showcase innovative digital imaging technology. FLAAR was honored by having 8 photographs by Nicholas Hellmuth accepted for this gallery. Here are the captions for the selected images.



Photo © 2005 Nicholas Hellmuth / FLAAR; Leaf Valeo courtesy of MAC.



Photo © 2005 Nicholas Hellmuth / FLAAR; Leaf Valeo courtesy of MAC.



Photo © 2005 Nicholas Hellmuth / FLAAR; courtesy of Calumet Photographics.



Photo © 2005 Nicholas Hellmuth / FLAAR. Kodak SLR/c camera courtesy of Eastman Kodak.



Photo © 2005 Nicholas Hellmuth / FLAAR; lighting courtesy of NorthLight SunSpots and Lowel; Leaf Valeo courtesy of MAC.



Photo ©2005, Nicholas Hellmuth / FLAAR; Leaf Valeo courtesy of MAC.



Innovation Gallery in the Large Format Print Pavilion

What does FLAAR do at a Trade Show?

Our primary purpose at a trade show is to gather factual information on wide format printers, RIP software, media (canvas and watercolor papers especially), and other aspects of printing giclee, décor, fine art photography and general inkjet printing. Our purpose is educational, as you would expect of a university institute.

Today people are increasingly asking about whether solvent ink or UV-cured ink printers can produce giclee, or at least décor. How many universities have experience in this question?

Another aspect of giclee that is crucial is learning how to digitize the original painting. FLAAR is probably the only university in the world that has both a Cruse digital system for giclee and also a BetterLight system for photographing paintings. The Cruse is a \$75,000, 80-megapixel camera that produces files up to 450 MB. The BetterLight is a 48-megapixel camera that produces files at 137 MB in normal mode and up to 921.4 MB in panorama mode (for fine art landscape photography). So we have experience in how to digitize the original paintings.

For individuals who prefer to use traditional 4x5 film to record their paintings, that requires scanning the film. FLAAR has two Creo (Scitex) scanners, the top of the line flatbed scanner in the world.



Agfa Grand Sherpamatic

So in every aspect, FLAAR can offer assistance to artists, galleries, photo labs, ateliers, museums, and libraries. So as an answer to “what does FLAAR do at a trade show?” we occupy ourselves taking notes and absorbing information.

Our university expects FLAAR to establish relationships with corporations and to bring in research project funding to the university digital imaging labs. So a considerable portion of our time at these large trade shows is to negotiate with CEO's, presidents, business development managers, booth managers, and technical staff of RIP software developers, printer manufacturers, inkjet media coaters, scanner and digital photography companies. Both FLAAR and the university provide professional consulting services on giclee, décor, color management, UV-cured ink printers and other topics.

It is even more crucial for our staff to be up to date on the latest technology. In a single trade show we can inspect scores of different printers. The notes we take go right into our reports.

Especially helpful are the comments by end-users. We spoke with one person who had recently purchased a Gandinnovations UV-cured ink flatbed printer. He was content with his purchase and recommended it. The next week we went to another trade show in Atlanta (a giclee, decor, and art reproduction trade show). We met a person who had two ColorSpan 72UVR printers. He said a few weeks after buying his first UV-curable flatbed it was so good that he immediately bought a second ColorSpan. Elsewhere we contacted a local reseller of eco-solvent printers to try to do a site-visit case study of the people who had bought that brand of eco-solvent printer. But the printers were so inadequate that the clients were unhappy. So we learn a tremendous amount of information about how printers actually hold up in real use.

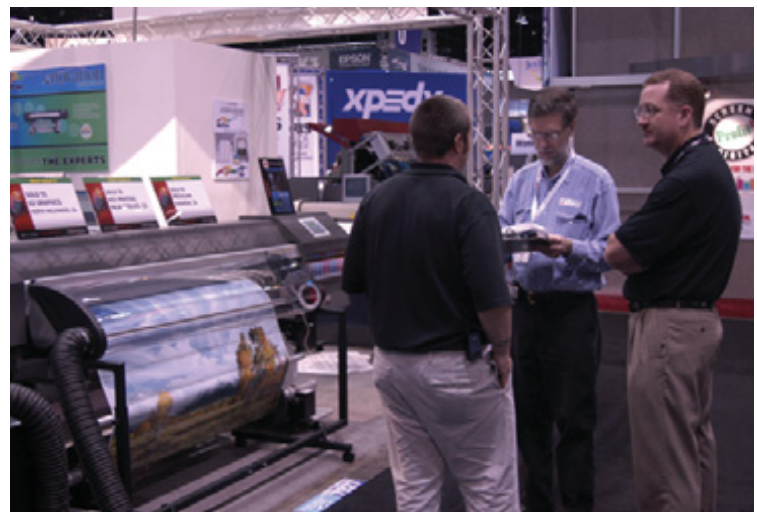
Now you can understand some of how we reach our conclusions on what printers to recommend, and which printers we have buyer advisories on (most eco-solvent printers, due to their often misleading claims).

When we go into a booth they generally know we will not be influenced by smoke and mirrors. So we tend to learn more accurate facts about a printer, things they would not necessarily tell a potential buyer.

Prior to the start of Print '05 we had a pre-show special report. Now that the show is over, we have two new reports to document what we saw. We are still writing reports, and hope to have a special report on the Noritsu Mytis and the Agfa :Dotrix shortly. These were the two most innovative and technologically impressive wide format inkjet printers at the trade show.



Nicholas discusses the Kodak Creo Scitex iQsmart scanner at the extensive Kodak booth.



Nicholas takes notes on the Mutoh Toucan LT for his new report on this mild-solvent printers.



The Agfa:Dotrix is a unique technology: a page-wide array of Toshiba Tec printheads using UV-cured ink. This is the fastest UV-printer yet available, and the quality is impressive for this speed.



Nicholas takes notes on the Mimaki UJF-605c UV-cured inkjet flatbed printer at Print '05.



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

Acquire these reports at www.wide-format-printers.net.



FLAAR Reports

More Helpful Titles for Learning Giclee Printing



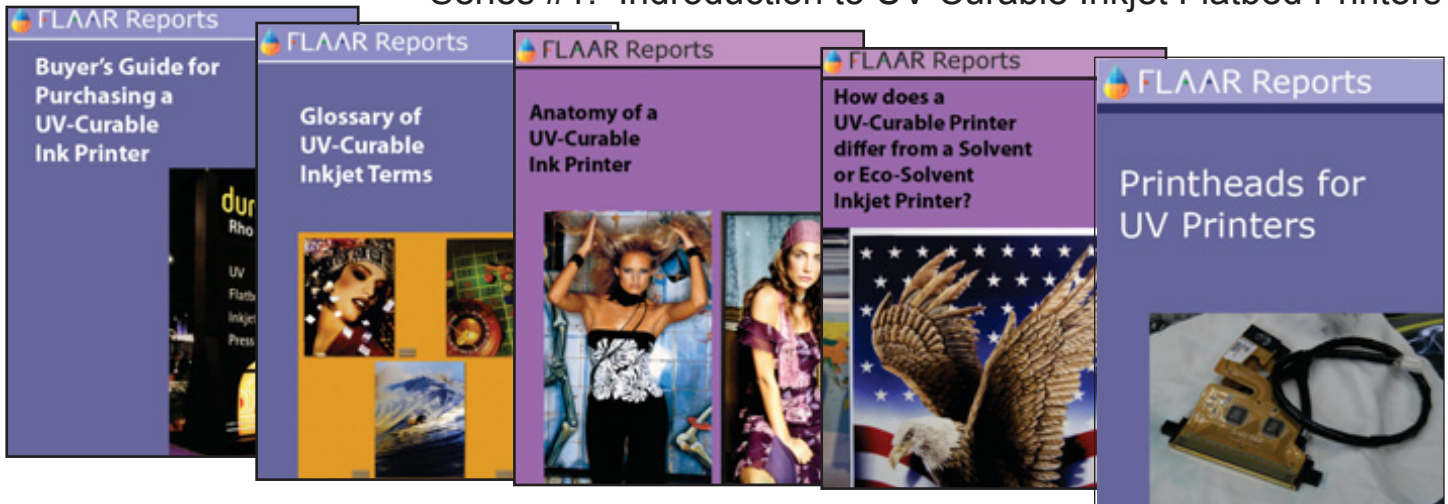
Series #3

What Equipment to Use to Photograph or Scan Paintings, Maps,
Drawings, and Posters so You Can Print as Giclee
All 9 reports for \$100.00

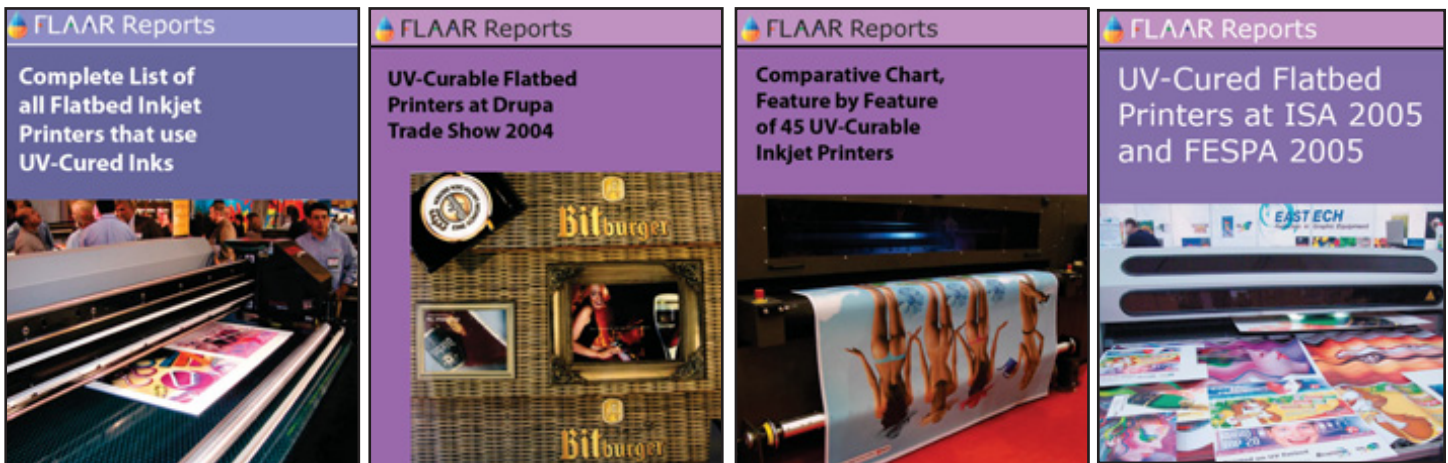
Acquire these reports at www.wide-format-printers.net.

FLAAR Reports of UV-Curable Series

Series #1: Introduction to UV-Curable Inkjet Flatbed Printers



Series #2: 2005 Updates on UV-Flatbed Printers



Series #3: Applications and Tips



Acquire these reports at:

www.wide-format-printers.net