

## Edition One Studios Captures Professional Photo Book Market with EFI Splash Mac-based Workflow Solution



Edition One Studios, located in Berkeley, Calif., provides custom photo books for professional photographers, art education organizations and professional artists, a growing market with needs that are not met by traditional printing and binding services. The firm offers in-house imaging, layout, printing, case-making and binding capabilities for their clients, who demand much greater flexibility and color quality offered by online, template-based photo book makers. Clients benefit from Edition One Studio's photographic and color expertise, and commitment to quality materials and production.



### CHALLENGE:

"My customers are extremely talented professional artists and they're perfectionists; Edition One Studios requires an intuitive workflow solution that creates perfect professional photo prints." —Ben Zlotkin, Owner, Edition One Studios

Ben Zlotkin founded Edition One Studios based on a need of his own. At the completion of his Masters of Fine Arts degree in Photography, Zlotkin wanted to showcase his photography in book form. He wanted the printed images to match his vision for every photo, and he wasn't happy with the book making options available. He knew that his visual arts colleagues must be experiencing the same dissatisfaction and decided to create a business to address the market's need. Focusing on a particular niche, Edition One Studios would take advantage of the growing photo book market, which research analyst firm InfoTrends reports increased by 166 percent in 2007.

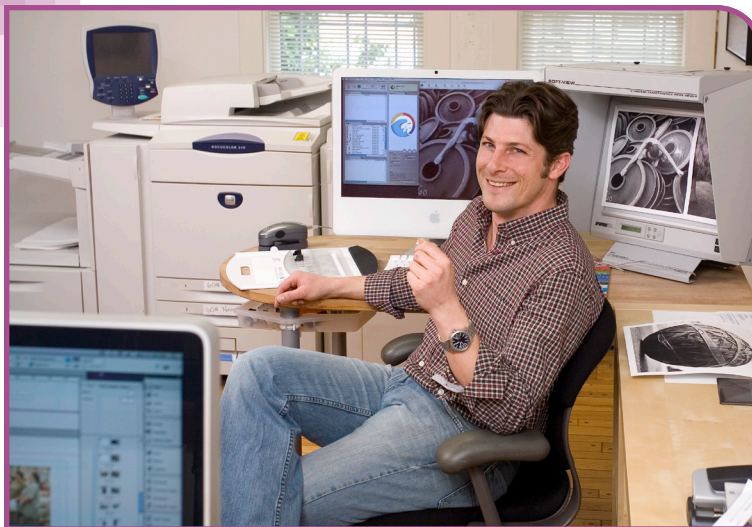


**SOLUTION:**

I did a lot of research and tested everything available to me. Splash was the only solution that was both Mac-based and would deliver photos of the quality and superior color my customers demand.”

Among his first steps was determining what technology solutions would deliver the high quality photo output required for his demanding target market. He is a Mac devotee and projected that the vast majority of his clients would be, too. With whatever digital output device he chose, he required an intuitive, Mac-based color management and color quality assurance workflow to ensure the highest quality production.

EFI is an important business partner for Zlotkin, helping to establish and maintain Edition One Studios’ stellar reputation among professional photographers. Zlotkin chose Splash, the unique Mac OS X-based workflow solution, and then its availability on the Xerox digital printer drove his choice of engine. Zlotkin and his staff, all artists, photographers and writers themselves, achieve high color management and color quality levels using Splash’s expert color management tools in a familiar Mac interface. Edition One Studios has deployed Splash from the very start of the business, and has integrated the award-winning EFI Color Profiler Suite profiling solution. With an intuitive interface, seamless integration into Edition One Studios’ operations, and extensive functionality, Color Profiler Suite ensures total color quality control in the firm’s photo printing workflow.



According to Zlotkin, “Partnering with EFI, I’m able to deliver the superior color and quality my customers demand. Others approach photo book making from only a technical point of view. My EFI team is made up of color experts who also happen to be technologists, and Mac savvy too! They’ve been extremely helpful, and very engaged in Edition One Studios’ success.”

Because Edition One Studios is entirely focused on matching their customers’ artistic intent

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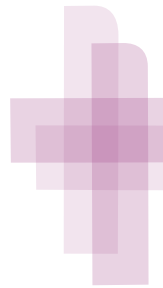
to the photo prints in the books they make for them, the Splash Color Tuner is among the features impressing Zlotkin the most. Splash Color Tuner reduces costly re-work by letting Edition One Studios edit the output color of RIPed pages before printing the job. Zlotkin provides clients with whole proof copy for review and they write notes on the prints. “With Color Tuner, we color correct page by page, according to customers’ notes – this saves a lot of time and ensures accuracy.”

On Color Profiler Suite, Zlotkin says “I can combine profiles and modify profiles to create truly custom profiles. That’s powerful. We can create multiple output profiles for our papers over time. By combining profiles made from one month to the next, we achieve much more reliable profiles, which take subtle changes in paper, atmospheric conditions, and printing shifts into account.”

EFI is helping this new company achieve a leadership position in the professional photo custom book market. Zlotkin says “I’ve been thrilled with the EFI team and my Splash – Color Profiler Suite combination. Much of Edition One Studios work is unprecedented; inevitably I have challenges. EFI is undaunted by any question and have helped me solve those challenges.

## **RESULTS:**

**“We’re a new company doing things that are unprecedented. EFI and the Splash-Color Profiler Suite combination are with me every step of the way to help Edition One Studios succeed.”**



## Print to Win with EFI

EFI ([www.efi.com](http://www.efi.com)) is the world leader in digital print servers and controllers, superwide format printers and inks, industrial inkjet systems, print management, Web-to-print and proofing solutions. EFI is dedicated to giving its customers a competitive edge with award-winning, scalable solutions from creation to print that maximize productivity and increase profits. EFI maintains 26 offices worldwide.

## EFI Essential

EFI's integrated solutions—Production Printing, Superwide Format Printing, Graphic Arts, Web to Print, Print MIS, and Corporate—increase profits, optimize business processes, and deliver greater customer satisfaction. Find out more at [www.efi.com](http://www.efi.com)