

# New Technology

C o m m e n t a r y

## Harvest Productions Upholds Stringent Digital Reproduction Standards with New TruChrome™ Technology

By JOHN DOE  
OWNER OF HARVEST PRODUCTIONS

I purchased my first IRIS printing machine in December 1988, and I still remember the excitement of that day. It was the beginning of a whole new world. At that time, the IRIS had the unique mechanical ability to produce an unprecedented droplet size of just 3 picoliters. This allowed for the creation of full-color, continuous-tone imagery with no evidence of the machine technology. Clearly, this was a breakthrough.

Over the years, Harvest Productions has tested virtually every generation of new printing technology. Since 1994, Harvest has employed printing machines other than the IRIS for specialized purposes because the IRIS is limited to a 30" x 40" format, and the Roland 540 allowed for a 54" format. Although the Roland didn't print to the same quality as the IRIS, it was justified by the customer's requirement of size. Harvest currently uses a number of different printing machines, but in each case, we employed them for a specialized purpose. Early in 2007, Harvest was able to manufacture an IRIS-quality print with technology other than the IRIS for the very first time. In fact, the color looked virtually identical, but the new technology had a hidden benefit.

The IRIS machine requires the use of dye-based inks. You might think of dye-based inks as being similar to watercolor inks. Everyone knows that oil-based paints have greater durability than dye-based watercolors. There's a parallel in digital printing. It's simply the case that pigmented inks have not had the ability to replace the IRIS printing machine completely for the last 17 years. But that's changed now. With the advent of new canvas substrates and inks for non-IRIS printing technology for the Roland 540 and 740, we now can replicate the color quality previously only available on the IRIS. Since April 2007, Harvest has been working to re-color correct its IRIS imagery to the more stable pigmented inks. Harvest has now retired its 22 IRIS printing machines in favor of Roland technology for the purpose of giving its customers' work extended longevity. This is, admittedly, a tremendous amount of re-proofing



▲ The digital capture room of Harvest Productions

work in order to attain a state-of-the-art giclée, but it's a requirement. As a member of the Giclée Printers Association (GPA), Harvest pledges to use and support "the highest quality available to the world culture at this time." With the advent of modern materials, it would be imprudent of Harvest to keep its established customers on a technology that didn't offer the longevity advantages of pigmented inks.



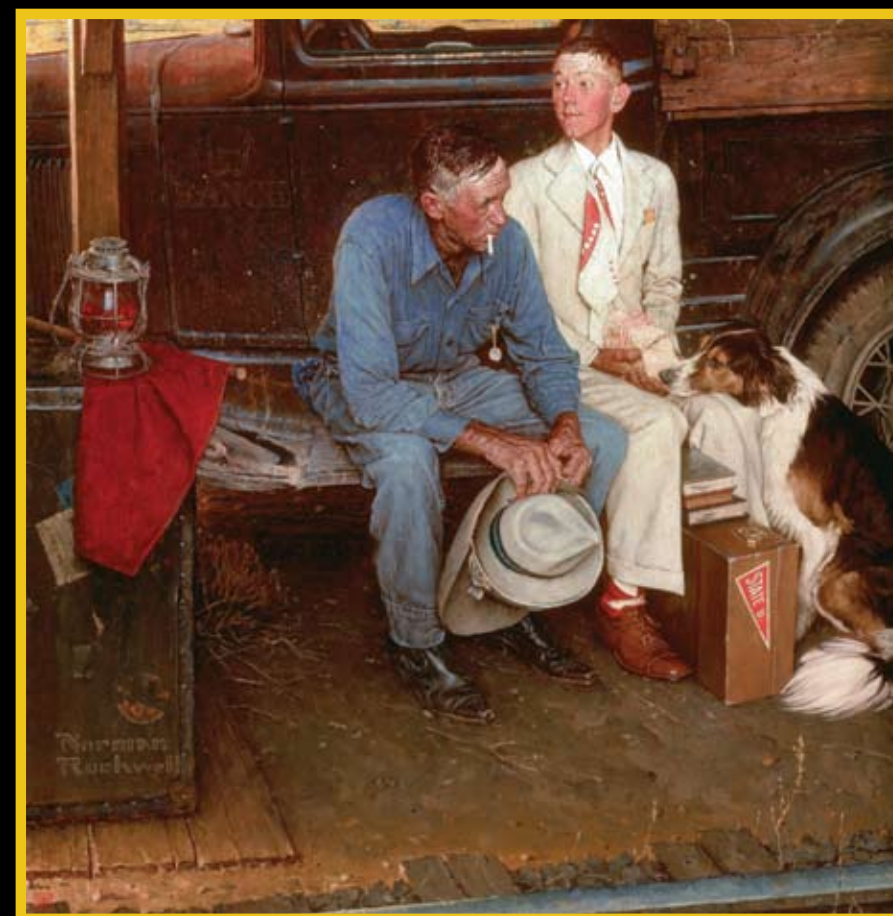
▲ Arnold Quinn of Quinn Publishing and John Doe of Harvest Productions are shown working together to introduce TruChrome™ technology.

Our most recent innovation has been the development of TruChrome™ in collaboration with Quinn Publishing and the National Museum of American Illustration (NMAI). Quinn Publishing's 2008 release of the "American Imagist" series of limited-edition fine-art prints will be unveiled at the 2008 Artexpo New York. This standard represents the very best that global technology has to offer. In light of the proliferation of digital technology and the use of the word *giclée*, TruChrome™ represents a standard that Quinn Publishing customers can rely on. Through Harvest's collaboration with Quinn Publishing and the NMAI, we have committed ourselves to a quality control and consistency describing the TruChrome™ brand name.

One of the responsibilities a mature company has is carrying its customers forward with an integrated upgrade path. Our customers know that—regardless of the amount of time that has gone by—they will be able to sell their on-demand product with the confidence gained from our state-of-the-art technology. Harvest has been committed to this since the founding of the GPA, and it remains faithful to that commitment.



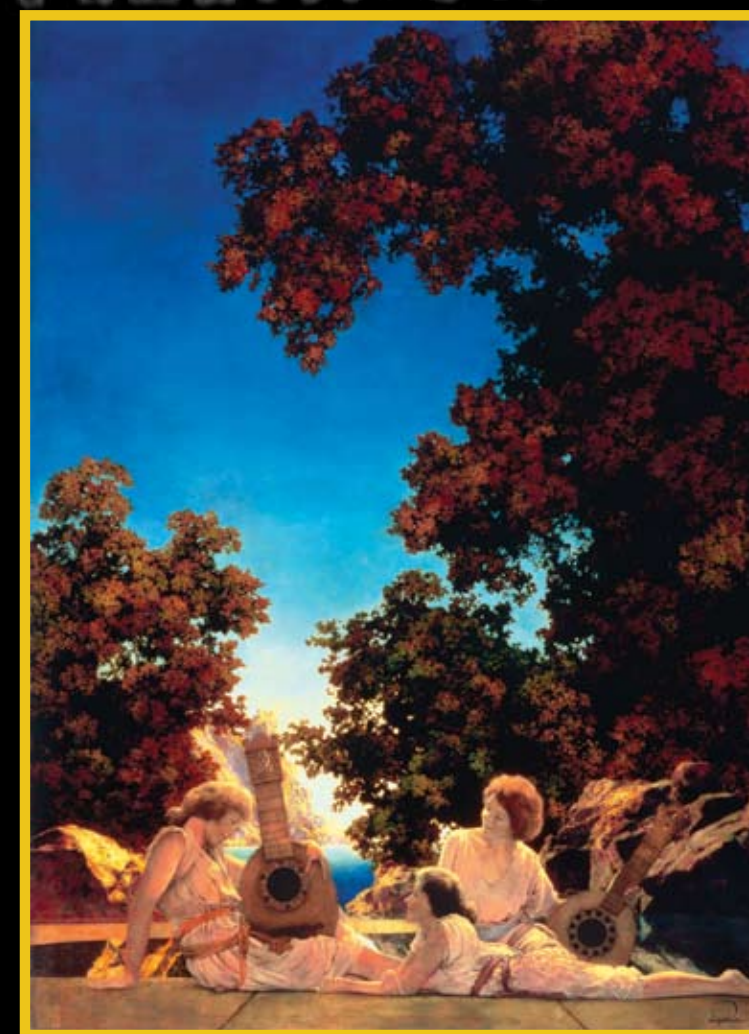
▲ Each Harvest Productions print is applied with a special coating.



Breaking Home Ties Norman Rockwell



Couple Descending a Staircase J.C. Leyendecker™



Interlude (The Lute Players) Maxfield Parrish™

The American Classic Art Collection from Quinn Publishing is the first edition of fine art prints under the supervision and authorization of the National Museum of American Illustration.

These TruChrome™ fine art limited edition prints are truly unique and coveted by collectors worldwide.



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\* TruChrome™ a revolution in fine art printing, an evolution beyond Giclée. It's Golbal Premier at Quinn Publishing's Booth # 2119