



elpical
claropremedia 

Complete image workflow solution for automatic individual image analysis and enhancement.

Elpical Claro Premedia is the **image processing server publishing, printing, and online communication companies** rely on for fast processing of high volumes of images while achieving cost reduction and improving quality. As a professional imaging workflow solution, **Claro Premedia is based on Claro Individual Image Analysis (CIIA)** for image optimization, with extensive image manipulation and workflow capabilities.

Claro Premedia first **individually analyzes** each image for such parameters as sharpness, brightness, contrast, color balance, natural greens, skin tones, Exif information... **it then enhances the image for consistently high-quality results** based on its particular requirements. In full batch operation, as a server based process, **even if the images are inside a PDF!**

As for **image processing and workflow capabilities**, Claro Premedia allows creating an unlimited number of hot folder based channels to realize the widest possible range of automatic image manipulation tasks.

Claro Premedia takes care of resampling and resizing of images, color conversions using industry standard ICC or DeviceLink profiles and performs intelligent CMYK-to-CMYK conversions. It manages Device-Link channels as well as **Dynamic Device link profile generation**, profile assignment & embedding.

It also provides the **Elpical Claro Inspector for Photoshop®** for side-by-side viewing of original and processed versions of all or selected images (Full support of Photoshop CS2-CS4 on Mac and PC).

Claro Premedia professionally handles back ups and routing of images and image versions based on IPTC data.

It **seamlessly fits with existing workflows** such as CCI, K4, Switch, WoodWing, EIDOS Media, InDesign, Protec, and others through its full XML-based integration capabilities.

Benefits

- Provide consistently high-quality image enhancements across varied individual images
- Save massive amounts of time on producing image-specific enhancements
- Process with confidence, knowing Claro Premedia will only enhance images where needed and even perform batch image enhancement inside PDF files
- Stay in control of your workflow with Elpical Claro Inspector that route images to Adobe® Photoshop® for side-by-side comparisons
- Seamless integration with leading workflow solutions like CCI, K4, Switch, WoodWing, EIDOS Media, InDesign, Protec, and more



Press & Publishing

System integrator &
Software developers

Photo processing
for web & print

Printing & Copying

Key Features

General

- Claro Individual Image Analysis (ClIA) for automated image enhancement based on each image's specific requirements
- Web based user interface for easy remote server control



- Consistent enhancements across a wide range of image types (TIFF, JPEG, DCS-RAW, EPS, BMP, PSD etc.)
- File output support for TIFF, JPEG, EPS, PSD (including original layers, compatibility layer and processed layer)
- Up to 4 parallel image-processing threads for maximum performance and multi-processor capability
- XML job file support for easy integration into existing workflows

Image processing

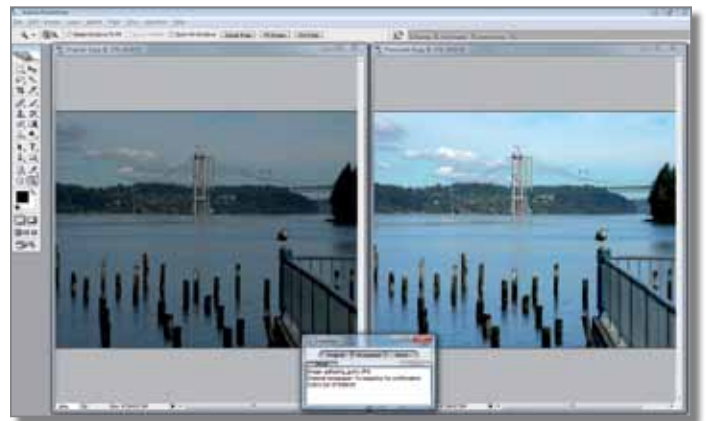
- Images inside PDF files can be enhanced, resampled and color converted
- ICC based color conversion and profile assignment & embedding
- CMYK-to-CMYK conversions without conversion to LAB
- Save Ink (limit total area coverage)
- Dynamic Device link profile generation, based on source and destination profile
- Influence rendering intent based on out-of-gamut percentage

Image optimization

- Local contrast enhancement of image details with respect for overall image brightness
- Superior control over and dynamic optimization of sharpness, brightness, saturation, noise, black point/white point, and color balance

Workflow

- Easy XML based integration into existing workflows
- Elpical Claro Inspector for Photoshop®. Integration for optimum side-by-side control of specific images (Mac & PC)



- Create unlimited number of hot folder based workflows
- Professional backup of original and/or processed files
- Routing channels based on IPTC data (Route to a Claro channel, a folder, ftp destination and/or email address)
- Add processing information in the XMP data of the processed file
- Direct browsing to system profile folder (i.e. ColorSync folder on Mac)

About Elpical Software

Elpical Software, an international company with offices in The Netherlands and Germany, develops and markets software solutions for the production and enhancement of digital images and the automation of the image workflow. Based on extensive image analysis, the technology enables publishing houses to automate the enhancement of produced images. Elpical was established in 1997 by a management buy-out of the Electronic Imaging department of Victor Hasselblad AB. Since then, Elpical has become a leading specialist in the field of digital image enhancement and management.

The manufacturer's key products include Claro Single, Claro Premedia Server, 4LeafClover and EmailManager. Elpical's core competence in the field of digital images makes the company an ideal partner for other software suppliers who want to combine Elpical products with their own applications, or for system integrators who want to integrate expanded image functions in their own products. Elpical has concluded an OEM agreement with, among others, Océ® for the enhancement of embedded images from PDF documents.

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