



Contact: Tom Crawford
tcrawford@pmai.org

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2010 DIMA Digital Printer Shoot-Out Winners Named

ANAHEIM, Calif. – The winners of the **2010 DIMA Digital Printer Shoot-Out** were announced today at **the PMA International Convention and Trade Show** in Anaheim, Calif. Winners displayed during PMA 2010 were chosen from 63 prints entered by 18 companies.

DIMA Digital Printer Shoot-Out entries were produced from files created by color experts at **X-Rite Color Services**, Grand Rapids, Mich. Participants were asked to provide specific information pertaining to the equipment used (printer, RIP, etc.), the consumables used (output media, ink/toner/dye, etc.), and the production timing. A panel of expert judges voted on the entries based on the overall quality of the digital print and the quality of the color. The panel of judges included well-respected names in the industry: **Richard Lerner**, RSL Digital Consultants; **Rick Lucas**, Digital Attributes/Lucas Imaging; and **Phil Nelson**, Phil Nelson Imaging LLC.

Judging for the event took place at **GTI Graphic Technology Inc.**, Newburgh, N.Y., which donated the space and a 5,000 Kelvin lighting environment.

An X-Rite Color Checker with known values was embedded into the DIMA Target File, which was measured by **X-Rite Color Services** to determine the delta E of the actual value.

Qualitative criteria also judged included neutral gray balance reproduction, saturation, shadow depth and quality, overall tonality and detail, highlights and specular highlights, flesh tones, hue shift, and text.

The winners of the 2010 DIMA Digital Printer Shoot-Out are as follows:

RA-4 Digital Printer, 13 to 29 inches wide

Polielettronica – LaserLab 50-20”

POLI-PRO-USA Inc., Hillsboro, Ore.

RA-4 Digital Printer, 30 to 49 inches wide

Imetto, Lexta 30

Imetto Digital Imaging Technology Co. Ltd.,

Guangzhou, China

RA-4 Digital Printer, 50 inches wide or larger

Polielettronica – LaserLab 127-50”

POLI-PRO-USA Inc., Hillsboro, Ore.

RA-4 Digital Printer, Digital Minilab, 12 inches maximum

HP Photosmart ML1000D Minilab

Hewlett-Packard Co., Palo Alto, Calif.

RA-4 Digital Printer, Digital Minilab, 8 inches maximum

TDS-1838

Prismlab CHINA Ltd., Shanghai, China

Digital Press (21-70 ppm)

HP Indigo 5500 Digital Press

Hewlett-Packard Co., Palo Alto, Calif.

Digital Press (71+ ppm)

HP Indigo 7000 Digital Press

Hewlett-Packard Co., Palo Alto, Calif.

Inkjet, 9 to 17 inches wide

Epson Stylus Pro 4880

ColorBurst Systems (CSE Inc.), Ashburn, Va.

Media, 4-by-6-inches

Hahnemühle Fine Art Pearl 285 GSM Inkjet Photo Cards
Hahnemühle USA, Woodstock, Ill.

Media, 8.5-by-11-inches

Museo Silver Rag
InteliCoat Technologies, South Hadley, Mass.

Media, 13-by-19-inch sheet or 13-inch roll

Epson Premium Semimatte (260)
ColorBurst Systems (CSE Inc.), Ashburn, Va.

Media, 24 inches wide or larger

Epson Premium Semimatte (260)
ColorBurst Systems (CSE Inc.), Ashburn, Va.

Media, Matte Only

Epson Ultra Premium Presentation Matte
ColorBurst Systems (CSE Inc.), Ashburn, Va.

Ink

Epson UltraChrome HDR
ColorBurst Systems (CSE Inc.), Ashburn, Va.

RIP

ColorBurst RGB XProof
ColorBurst Systems (CSE Inc.), Ashburn, Va.

Dye Sublimation, 5-to-6-inch roll

DNP DS-40
DNP Photo Imaging America Corp., San Marcos, Texas

Dye Sublimation, 8-inch roll

Sony UP-DR80 Digital Photo Printer
Sony Electronics Inc., Park Ridge, N.J.

Black and White, Best Black and White with a color printer

Epson Stylus Pro 7900 using Epson UltraChrome HDR Ink and
Tetenal spectra jet Baryt Paper 270g
Tetenal AG & Co. KG, Norderstedt, Germany

Creative Application, Paper

Kodak Metallic using the ZBE Chromira 5x ProLab
ZBE Inc., Carpinteria, Calif.

About DIMA

Exploring the technologies that transform the capture, manipulation, sharing, and preservation of images, the Digital Imaging Marketing Association® (DIMA®) empowers photo retailers, professional and commercial imagers, and photographers to push the boundaries of possibility and drive their entrepreneurial success. DIMA builds on an 85-year legacy of PMA®, the worldwide photo imaging association, by promoting emerging technologies and business innovations throughout the global photo imaging industry. DIMA directs this purpose through the development of education, marketing research, and networking forums, and enables its members to envision and experience successful methods of technology integration yielding improved business practices.