



Prestige Graphics Uses EFI Solutions to Produce World-Renowned Nature Photography Exhibit and Outdoor Advertising for America's Most Visited Museum



Prestige Graphics, Inc. is a Reston, Va.-based visual arts consultancy led by Mark McCall, the company's president.

An adept and highly discerning professional, McCall has more than 20 years experience in pre-press, with an emphasis on ensuring the best color fidelity possible for his clients. Prestige Graphics' exhibit work has been displayed in major galleries, and the company has produced some of the world's finest images and publications.



CHALLENGE:

"The *Nature's Best Photography Awards* exhibit at the Smithsonian is a crowning achievement for Prestige Graphics and I've relied on EFI since 2003 to help me produce it."

– Mark McCall, President, Prestige Graphics.

With award-winning design and production, *Nature's Best Photography Magazine* features global wildlife and adventure travel photography. Entering its second decade, *Nature's Best Photography's* annual Windland Smith Rice International Awards recognizes outstanding nature photographers. More than 17,000 submissions from artists in 26 countries entered the 2007 competition. *Nature's Best Photography* chooses the winners whose brilliant work is displayed at the Smithsonian National Museum of Natural History in Washington, D.C., and featured in the Fall Collector's Edition of the magazine. The exhibit is outdoor advertised with superwide signage displayed at the museum entrance.





SOLUTION:

“The color fidelity I’m able to produce with EFI Colorproof XF is amazing; far surpassing what I could do with anything else.”

— Mark McCall, President,
Prestige Graphics.



McCall has been asked by *Nature’s Best Photography* for five consecutive years to produce the Smithsonian exhibit and the Fall Collector’s Edition of the magazine because the quality of his work meets the high standards of the world-class museum and the award-winning magazine. McCall relies on EFI technology to help him deliver his best work, and to deliver on the Prestige Graphics mission statement: “To provide a gateway for people to enjoy the beauty and serenity of art and nature, by engineering a superior publication, exhibit or commercial product to showcase the talent of world-class photographers, designers and corporations.”

Several EFI solutions went into Prestige Graphics’ production of the 2007 *Nature’s Best Photography Awards* Exhibit at the Smithsonian National Museum of Natural History.

EFI’s Colorproof™ XF Bestcolor® technology-driven, device-independent color management and intuitive digital workflow solution has enabled McCall to create the *Nature’s Best Photography Awards* Exhibit at the Smithsonian National Museum of Natural History for five consecutive years. His Colorproof XF-driven Canon imagePROGRAF color production printer produced the 2007 exhibition of 61 wide format full-brilliant-color photograph prints. Prestige Graphics also produced the Fall Collector’s Edition of the magazine, featuring the winning photos. McCall created contract quality proofs for the special issue using Colorproof XF’s superior press profile matching ability.

Colorproof XF transforms inkjet and laser printers into powerful proofing and production systems and provides customers like Prestige Graphics with outstanding performance, color quality, flexibility and a highly intuitive interface.

Ensuring that the outdoor advertising for the Smithsonian exhibit met his, and his customer’s, high standards, Prestige Graphics contracted with an EFI VUTEk superwide printer-equipped print service provider to produce building banners of exceptional color quality.

According to *Forbes Magazine*, at 5.8 million visits in a year, Smithsonian Institution's National Museum of Natural History is "America's Most Visited Museum." Prestige Graphics EFI-enabled production of *Nature's Best Photography* annual Windland Smith Rice Awards exhibit contributes to that number, and supports the museum's dedication "to understanding the natural world and our place in it."

Brilliant color and exact reproduction of the award-winning photography is what makes Prestige Graphics' successful year after year on this project. The Colorproof XF Color Manager Option was invaluable here, as it enhances RGB workflows for photographic applications and allows the creation of device link profiles based on up to three different ICC profiles. This Option supports multi-color profiles for inkjet printers, and McCall accurately depicted precisely the colors that the extraordinary nature photographs captured.

With a combination of EFI Colorproof XF wide format proofing and production solution and EFI's industry-leading customer support, and partnering with an EFI VUTEk superwide print service provider for outdoor advertising, Prestige Graphics produced the inspiring exhibit, which fills a 5,000 square-foot gallery. The images celebrating the beauty, drama, and wonder of the natural world will be shown at the National Museum of Natural History from Oct. 31, 2007, through April 30, 2008.

RESULTS:

"EFI's strong color experts were always available and a tremendous help with the inevitable yet unpredictable challenges that come up every year producing the exhibit."

— Mark McCall, President,
Prestige Graphics.





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