



The Canvera Print Advantage



What is Canvera Print Advantage?

Canvera Print advantage is a combination of:



Intelligent Color Management System (ICMS 2.0) that uses advanced algorithms to apply automatic colour correction. This ensures consistent print quality over different periods of time.



Automated Print Management System (APMS) that constantly monitors print quality



Preferences Memoriser that remembers each photographers colour profile preference and applies automatically



Canvera Quality Assurance (CQA) is a system of quality checks at every stage of order processing and every day machine and monitor calibration

Our state of the art production facility along with Canvera Print Advantage ensure we deliver a product that is truly a cut above the rest.

Top end Production Facility + Latest Technology + Highly trained Experts + The best of design
= A world class Photo Album + A Super delighted end customer

Canvera Printing Capability

Canvera is the only photo printing company to invest in a wide range of printers to cover all needs of a professional photographer,

► Silver Halide Prints



Silver Halide Prints are the gold standard when it comes to accurate colour representation. Also images printed with Silver Halide do not change colour tones with time and age. Canvera uses advanced Noritsu printers to deliver the best quality Silver Halide photo prints.

► Large format Prints



Large format prints deliver finer details of a image and also cover the widest colour spectrum. Canvera uses high-end HP Large Format photo printers with 8 colour HD printing capability

► Digital Prints



Digital Prints cover a wide range of CMYK colour spectrum and are accepted world wide by professional photographers. Canvera uses the latest HP Indigo 7900 machine with 6 colour HD printing capability that gives better colours and even skin tones.



Quality, guaranteed.

Canvera photobooks are created from the finest materials sourced from all over the world, combining state of the art technology with world class craftsmanship. We ensure all our products pass the strictest standards of quality and that's the **Canvera Guarantee.**

Canvera™

**Canvera's
Silver Halide prints
using Noritsu printers.**



**Best of 8 colour
HD printing
using HP Plotter printers.**

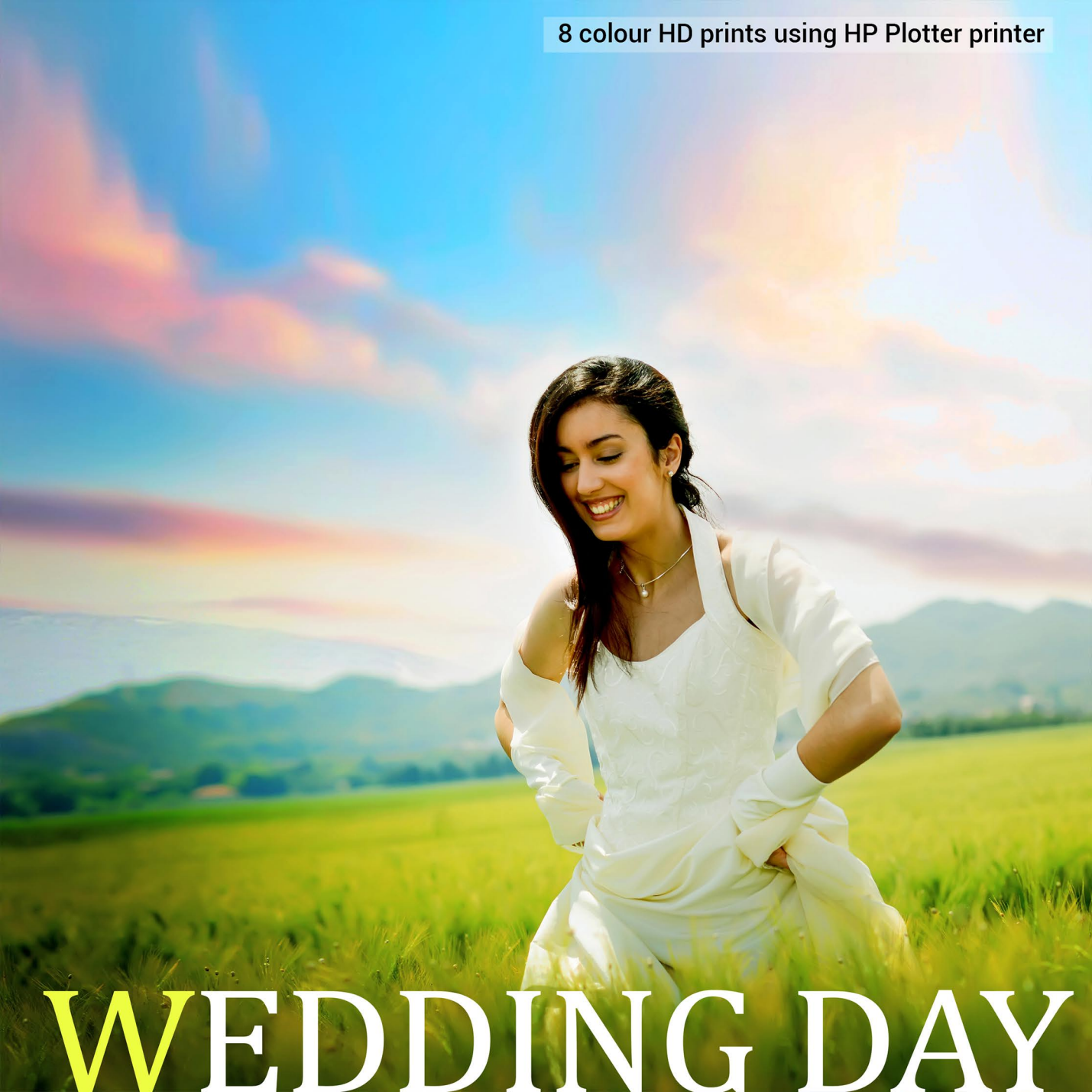


Silver Halide prints using Noritsu printers



Silver Halide prints using Noritsu printers

8 colour HD prints using HP Plotter printer



WEDDING DAY

8 colour HD prints using HP Plotter printer





The New HP Indigo 7900 with 6 colour printing

Printing technology uses primary ink colors of Cyan, Magenta, Yellow plus Black ink. This is collectively called CMYK.

At Canvera, we have added the New HP Indigo 7900 machine. This machine has the capability of using upto seven speciality inks for extended colour spectrum.

The speciality inks are: Electroink, Light black, Light Cyan, Light Magenta, White, Transparent, Invisible Red, Fluorescent Pink and Digital Matte.

The Indigo 7900 also has On-press priming that enables printing on virtually any paper for new production possibilities.

In the following pages you will see the magic of Canvera Print Advantage coupled with HP Indigo 7900 and its 6 color HD printing capability



6 colors with
**Light Cyan &
Light Magenta**

Printed on Indigo photo 7900 with Canvera Print Advantage

4 Colors Printing
Industry Standard
for print comparison



4 Colors Printing
Industry Standard
for print comparison

6 colors with
**Light Cyan &
Light Magenta**

Printed on Indigo photo 7900 with Canvera Print Advantage

Industry standard CMYK 4 Color Printing



CMYK with Light Cyan & Light Magenta

Printed on indigo photo 7900 with Canvera Print Advantage



1:- Even/Sharper/Bright Skin tone

2:- Detailing of flowers

3:- Gradation detailing of hair and jewellery

4:- Brighter & sharper colors

5:- Sharper & detailed background

Printing tips by Canvera Experts

How we choose our Printers.

Every printer is optimized for a specific type of printing. And the number/series mentioned on the printer is only a identification mark.

At Canvera we carefully choose our printers. These printers need to have the capability to print high quality photos across various paper types.

Take a look at the table below and you will know, which printer is best for what usage

HP Indigo Presses at a glance							
Key Functions	<div>GC</div> <div>General Commercial Print</div>	<div>Ph</div> <div>Photo</div>	<div>Pu</div> <div>Publishing</div>	<div>SP</div> <div>Speciality Printing</div>	<div>La</div> <div>Label</div>	<div>FP</div> <div>Flexible Packaging</div>	<div>FC</div> <div>Folding Carton</div>
	HP Indigo Presses 3600	<div>G</div>					
	HP Indigo 5900 Digital Press	<div>G</div>	<div>E</div>		<div>E</div>		
	HP Indigo 7900 Digital Press	<div>E</div>	<div>E</div>	<div>E</div>	<div>E</div>		
HP Indigo 10000 Digital Press	<div>E</div>	<div>E</div>	<div>E</div>				

*G=Good *E=Excellent

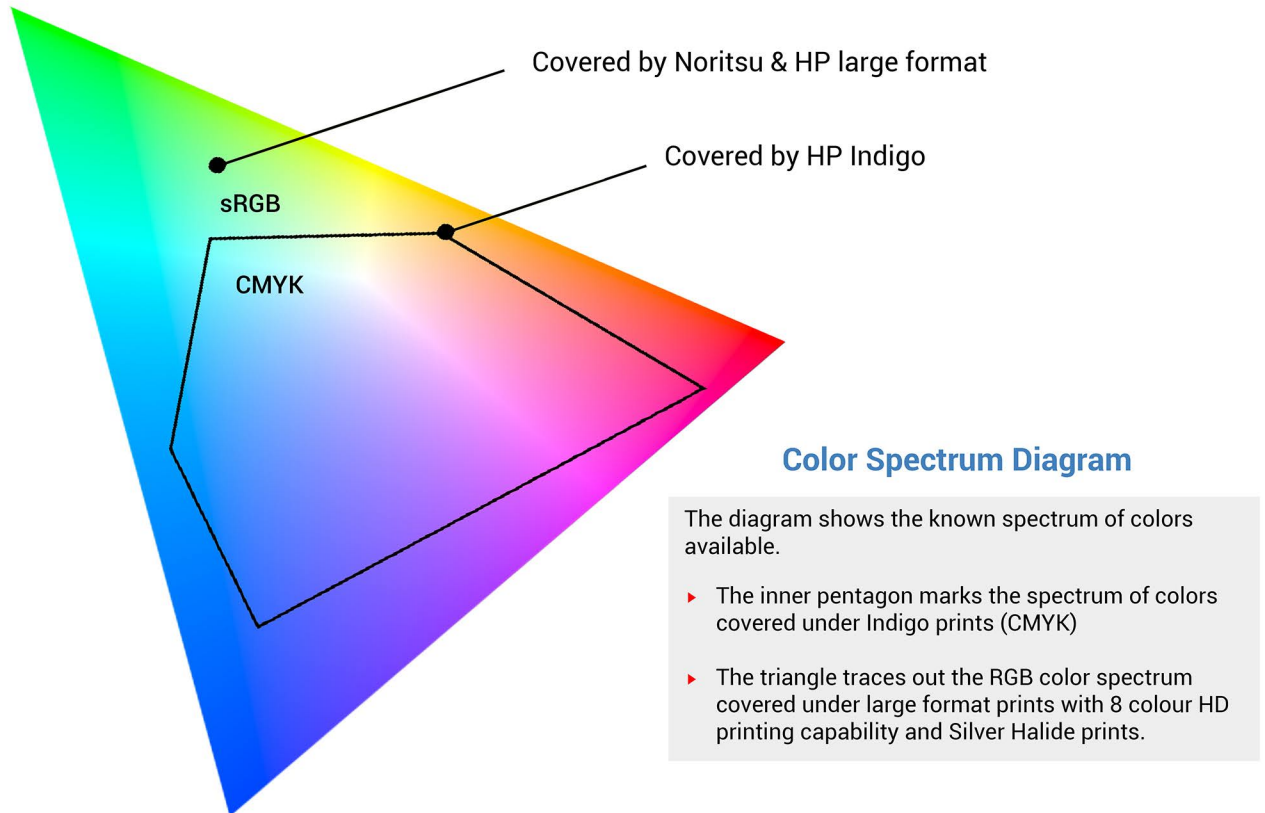
Our factories have installed the latest HP Indigo 7900 Digital Press, simply because they are the best at **Speciality Printing** and for printing **High Quality Photos**.

Printing tips by Canvera Experts

Can every known colour be printed?

For this you need to understand the colour spectrum and the printer's capabilities.

Printing Technology is constantly evolving and we hope to reach a point when every colour known to us can be printed.



Our HP Indigo 7900 Press has two more primary inks added to the standard CMYK. This will expand the color spectrum that can be printed and results in better color production.

Printing tips by Canvera Experts

What I see on monitor and What I print should match

The truth is what you see on monitor and what you print will never match.

Reasons for this is 2 fold

1. Is your monitor calibrated to show how it will be best represented on print?
2. Paper absorbs ink and dulls the colour while the backlight of your monitor enhances the colour. Hence print always be about 80 % closer to what you see on screen

Calibrate your Monitor

1. Download the colour calibration kit from www.canvera.com/downloads
2. Open the soft copy of the calibration sheet on the monitor
3. Keep the printed physical copy of the same calibration sheet near the monitor
4. Go to monitor settings and adjust Brightness, Contrast and Colour settings till both the soft copy on monitor and printed physical copy match as close as possible.
5. Alternately you can also use monitor calibration devices like X-rite or Datacolor Spyder

