

## DIGITAL IMAGING

### Digital Retouching

Our retouching department has over 40 years combined experience working for the most demanding image makers in the world. We do everything from simple color adjustments to clean, spotless beauty and multi-image composites. Make an appointment to talk to one of our retouchers for an estimate on retouching an image.

<b>Retouching</b>	\$150.00 per hour
<b>Interactive Retouching Suite</b> (includes Retoucher):	\$200.00 per hour

Rates negotiable for editorial and personal projects  
Turnaround - 3 days (Rush charges: 1 day +50%, ASAP +100%)

### Scanning Services

#### Drum Scans

Our drum scanning department is able to capture full tonal range and all the detail in any original. We can scan any size original up to 11 x 14 transparent and 16 x 20 reflective. The entire frame of any format, including rebate or borders, can be scanned. This is the only way to scan 6 x 8 or panoramic film. Virtually unlimited resolution results in file sizes up to 2GB from any original.

**Custom Drum Scan Service** is best for general purpose drum scanning of images for use in archives or for retouching. This level of drum scanning service includes manual adjustments for color and exposure, and will be a reasonable match to originals or photographic samples. We will also achieve specific output dimension and resolutions, including precise cropping directions. Files are free of dust introduced by the scanner, plus slight scratches on originals are removed due to the oil-mounting process. Please note that scans from reflective art (prints) often appear very "dusty" due to imperfections in the original – these imperfections are NOT removed during scanning. Custom Drum Scans include:

- Dust removal
- Approximate cropping
- After Scan – additional global color corrections
- Specific cropping and rotation
- Scanned to any RGB color profile (embedded profile)
- FTP posting (our server) free w/scan
- Scans made at final output size/resolution
- Colors comparable to provided samples (inkjet prints accepted)

#### Notes:

- If a color reference is not provided, then the color, density and contrast of the image will be done according to our best discretion. Scans will NOT be redone due to incorrect color/density/contrast when no references are provided.
- When an inkjet print or other non-photographic color reference is provided, a standard drum scan will not match as well as when a photographic reference is provided. Please read the notes about color matching on the next page for more information.

#### Custom Drum Scan Pricing

	50MB	75MB	100MB	150MB	200MB	300MB	400MB	+400MB /per MB
3 day	\$25.00	\$35.00	\$50.00	\$60.00	\$80.00	\$110.00	\$140.00	\$0.35
2 day	\$35.00	\$50.00	\$65.00	\$70.00	\$100.00	\$130.00	\$170.00	\$0.40
24hr	\$50.00	\$60.00	\$75.00	\$90.00	\$120.00	\$160.00	\$200.00	\$0.50
ASAP	\$80.00	\$93.00	\$105.00	\$115.00	\$170.00	\$230.00	\$290.00	\$0.70

## CONTACT

Feel free to contact us directly with any questions.

5450 Wilshire Boulevard | Los Angeles, California 90036 | 323.933.1666 | [www.iconla.com](http://www.iconla.com) | [icon@iconla.com](mailto:icon@iconla.com)

Located two blocks West of La Brea on the Miracle Mile. Visitor parking available on Cochran.  
Prices subject to change at any time.

**Premiere Drum Scan Service** is best for immediate printing or difficult color matching. Includes an additional round of color adjustments. After seeing the initial color and exposure corrections you have the option to make additional change requests, including dodging/burning and custom color/saturation adjustments. This is often the only way to get colors similar to those in an inkjet print, although some inkjet color effects are not directly attainable. The final file will be a “best possible” match to a provided photographic reference and a near match for non-photographic references. Premiere Drum Scans include:

- Extended tonal range capture
- Additional local, color corrections
- Color/brightness/contrast matching to any sample (including inkjet prints)
- Dodging and burning to match samples
- First 15 minutes clean-up of poor quality originals

**Premiere Drum Scan Pricing**

	<b>50MB</b>	<b>75MB</b>	<b>100MB</b>	<b>150MB</b>	<b>200MB</b>	<b>300MB</b>	<b>400MB</b>	<b>+400MB /per MB</b>
3 day	\$70.00	\$80.00	\$105.00	\$130.00	\$155.00	\$220.00	\$285.00	\$0.65
2 day	\$75.00	\$100.00	\$125.00	\$150.00	\$175.00	\$245.00	\$315.00	\$0.70
24hr	\$80.00	\$125.00	\$150.00	\$175.00	\$200.00	\$280.00	\$360.00	\$0.80
ASAP	\$150.00	\$195.00	\$220.00	\$245.00	\$270.00	\$370.00	\$470.00	\$1.00

Note: You may request the original uncorrected scans along with the final scan file + 25% + CD/DVD charge.

**Archive Drum Scanning is available. Please ask for details.**

**A Note About Matching Colors**

*Due to the differences between different media (such as Polaroid, chrome, monitors, and various paper surfaces), we will never get two prints to look exactly the same. Similarly a scan will never be an exact match to the original or sample. We make every effort to attain a result that is as similar as possible given the technical limitations of the media involved. “Matching” one image to another isn’t a guarantee that the images will be identical, only that they will be reasonably close. This is similar to the idea of matching a print to a Polaroid – we make the mood, tone and general color balance similar, but we can not hit the exact look of the image. Adding monitors and digital images into the mix creates even more levels of variability! If you require exact matching, we can handle that for you in our retouching department.*

*There is a big difference between making a scan and making a print. Some things are easier to accomplish with a print and some with a scan. For instance, backlit originals can have significant burning in the darkroom that is simply not possible in a scan. When scanning images with extreme contrast ranges, we will often provide a second scan for detail in the highlights – if that information is needed you will be able to have a retoucher merge the two images (or hire us to do it for you).*

*Often you will have an existing print or contact sheet that should be used as a reference when we make scans. However, if your sample has been custom-printed (including dodging and burning), from a manipulated file, or printed on an inkjet printer, getting a match is possible only with our premiere service. If you order a standard or custom scan, we will make every effort to match the general color and exposure of your sample, but will not replicate dodging/burning, individual colors, or other localized changes to your image.*

*In some cases, digital files have been heavily manipulated, or printed on an inkjet printer that has unusual color characteristics. In these cases, it may require additional computer/labor time to achieve a match to your sample. This will be billed in addition to the cost of a Premiere scan, and we will be sure to discuss the potential difficulties of custom matching your non-photographic samples when taking your order.*

*Remember that unless you have a professionally-calibrated and color-managed workflow, the results from your inkjet printer will not look similar to the results of printing the exact same file on our photographic digital printers.*

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### Crystal Scans

Crystal scanners can handle standard film formats by the roll or individual frames – film does not need to be cut. These scanners have a dynamic range of at least 3.2 which ensures that negatives are scanned with almost as much detail as a drum scan. The scanner is able to do an adequate job scanning chromes, but the extended range of a drum scanner will capture additional highlight and shadow detail. Color references should be provided when scanning negatives to achieve the best results.

This machine is designed to get 100% of the image area, but not the full rebate (some black-line). We can accommodate single frame cut film and 4 x 5 sheet film, where we can scan approximately 96% of the frame. Each scan is manually adjusted for color and exposure by a skilled technician. If a color reference is provided, or when scanning from transparency, the final file will be a near-match. While CCD scans will give noticeably better scans than machine scans, you may need to do additional adjustments to achieve optimal results. Because each scan is done individually, file names will match roll/frame numbers (except when scanning entire rolls of film). Files from COLOR originals are free of dust – and slight scratches are automatically removed (badly damaged originals will require an additional fee to “clean”). B&W film can not be automatically “cleaned” and scans from B&W film will be provided “as-is.” If you wish to have us remove dust and scratches from B&W film, we can do so for an additional charge. By request, scans can be done without key lines by scanning 96% of image area instead of the full frame.

**We accept the following film formats for Production scans:** 35mm | 120 | 220 | 4x5

*Notes: we cannot scan any 35mm format larger than 24 x 36 (e.g. panorama) or Polapan/Polagraph originals; 4 x 5 film cannot be scanned full frame. See other scanning services or ask a representative for options.*

**Maximum File Size Per Film Format:** 35mm • 6OMB | 6 x 45 • 65MB | 6 x 6 • 8OMB | 6 x 9 • 11OMB | 4 x 5 • 12OMB

### Single Frame Pricing

Up to 20MB	21-40MB	41-60MB	61+MB
\$8.00	\$10.00	\$12.00	\$15.00

Turnaround - 3 days (Rush charges: 1 day +100%, ASAP +200%)

Additional services:

- 9 x 12 “contact” sheets for \$10.00 per sheet;
- enlarged contact sheets also available (see p. 11 – *Digital Proof Sheets*)
- 4 x 6 (or similar) proof prints for 50¢ per print
- \$5.00 per CD burned

### CCD Production Scans

An economical scanning solution for negatives and transparencies, it is optimized for use with negatives, but makes acceptable scans from transparencies. These scans, which cover approximately 96% of the entire image, are automatically (machine) adjusted for color balance and exposure. There is dust/scratch removal built in to the scanner; however, you may need to do additional adjustments and clean-up to achieve optimal results. With file sizes up to 100MB from standard film formats, these scans are versatile enough for making prints up to 11 x 14 or as a starting point to indicate retouching instructions. We recommend higher-resolution Production scan files for actual retouching.

If you need to have file names that correspond to roll/frame numbers, that service can be provided for an additional fee.

**We accept the following film formats for machine scans:** 35mm | 120 | 220

*Note: We cannot scan 4 x 5 or larger, any 35mm format larger than 24 x 36 (e.g. panorama), Polapan/Polagraph originals, or cross-processed originals. Ask a representative for more options.*

**Maximum File Size Per Film Format:** 35mm • 75MB | 35mm chrome • 66MB | 6 x 4.5 • 48MB | 6 x 6 • 65MB | 6 x 7 • 81MB | 6 x 9 • 35MB

### Single Frame Scan Pricing

Up to 10MB	10-25MB	26-40MB	41-75+MB
\$3.00	\$4.00	\$5.00	\$9.00

Turnaround - 3 days (Rush charges: 1 day +100%, ASAP +200%)

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**Full Roll Scan Pricing**

From uncut film or at time of processing (processing not included). Chromes add 25%.

Film Size	Up to 5MB	6-10MB	11-25MB	26-40MB	41-75MB+
35mm	\$15.00	\$20.00	\$25.00	\$40.00	\$55.00
120 6 x 4.5 / 6 x 6	\$15.00	\$23.00	\$36.00	\$54.00	\$64.00
120 6 x 7 / 6 x 9	\$15.00	\$20.00	\$30.00	\$45.00	\$55.00
220 6 x 4.5 / 6 x 6	\$30.00	\$46.00	\$72.00	\$108.00	\$128.00
220 6 x 7 / 6 x 9	\$25.00	\$38.00	\$60.00	\$90.00	\$115.00

Turnaround - 3 days (Rush charges: 1 day +100%, ASAP +200%)

**Quantity/Archive Scan Pricing**

We offer a full line of scanning services from drum scans to proof scans at discounted rates in high quantities. Ask a client service rep for details and prices.

**Renaming:** Whole roll can be renamed at time of scanning; total cost (per roll) for renaming is as follows:

35	120 All Formats	220 All Formats
\$7.00	\$5.00	\$10.00

Additional services:

- 9 x 12 "contact" sheet for \$10.00 per sheet
- enlarged contact sheets also available
- 4 x 6 (or similar) proof prints for 50¢ per individual frames
- 4 x 6 proofs of full roll, at time of scan only: 27¢
- \$5.00 per CD burned

**Flatbed Scanning**

**Flatbed Proof Scans**

Our lowest priced proof scans are "quick-and-dirty" scans that re intended to provide a reference to an existing image. They can be made from reflective or transparent originals up to 11 x 17 in size. Often used as a way to email a copy of a traditionally printed proof sheet to clients, these scans are not intended for use as a final product. These scans are automatically adjusted for color balance and exposure with minimal human interaction – they will not match the original. There is no post-processing done on the files to remove dust or scratches. When scanning proof sheets, we can scan the entire page or individual frames. Files can be delivered on CD/DVD, via email, through FTP services, or via the IconBox.

	Up to 3MB	4-9MB	10-30MB	31-50MB
Originals to 11 x 17	\$5.00	\$10.00	\$15.00	\$20.00

Turnaround - 2 days (Rush charges: 1 day +100%, ASAP +200%)

**Flatbed Custom Scans**

For scans from flat art, 6 x 7 to 11 x 14 film, or odd-sized film, we offer custom flatbed scans. With the ability to accept originals up to 11 x 17, reflective art, negatives and chromes, flatbed custom scanning is a versatile option. Custom scans are manually adjusted for color and exposure, and will be a near match to the original. Files are free of dust introduced by the scanning process; however, due to the nature of reflective originals, it is common for embedded dust and slight damage or imperfections to the original to be intensified by the scanning process. Spotted or damaged originals can be "cleaned-up" for an additional fee. This scanner has an optical resolution of 2400 x 4800 dpi resulting in file sizes over 1GB from an 8 x 10 original.

Up to 20MB	20-50MB	50-100MB	100-200MB
\$20.00	\$25.00	\$30.00	\$40.00

Turnaround - 3 days (Rush charges: 1 day +100%, ASAP +200%)

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### Flat Art Duplicating

For prints and flat art larger than 11 x 17 up to 30 x 40. Ask for details. Prices include set-up.

Up to 20MB	20-50MB	50-100MB	100-200MB
\$30.00	\$35.00	\$40.00	\$50.00

Turnaround - 3 days (Rush charges: 1 day +100%, ASAP +200%)

### OTHER SERVICES

Our team of digital specialists is able to help you accomplish almost any digital imaging task. If you don't see the service you need listed below, feel free to talk to one of our customer service representatives who will find a solution with you.

### RAW FILE SERVICES

More digital photographers are discovering the power and versatility of shooting camera RAW format – along with its time-consuming downside the next night! Let the staff of The Icon do the work for you – we have the time, computers, and know-how to get the best results from your camera RAW files. We have a full range of services, from simple format conversions to individual frame-by-frame custom processing. We urge you to think of RAW files in the same way as chromes. The files are separated into “clip” sets, then we process one of the files in the set. You can order additional “clips” with specific adjustments until you get a “clip” you're happy with. Then we “run” the rest of the files the same way. If you prefer to set up the file processing options yourself, we can act as the muscle and do only the processing. We can output to any combination of formats supported by Adobe Photoshop in 8 or 16 bit mode, and even generate preview or thumbnail images as we go.

#### Custom Processing

“Clip” test:: \$6.00 per file

Individual custom file processing: \$6.00 per file

#### Batch Processing

Using default settings, setting created by photographer or settings from custom processing.

##### RAW to Tiff “Full Resolution,” – per File:

Up to 40MB/processed file – 8-bit \$0.35/file; 16-bit \$0.55/file

Up to 75MB/processed file – 8-bit \$0.60/file; 16-bit \$0.90/file

Up to 120MB/processed file – 8-bit \$0.95/file; 16-bit \$1.35/file

Minimum charge \$25.00 per batch.

Jpegs of the same files at the time of processing are 10¢/file; this includes downsizing to client specs.

##### RAW to Tiff “Full Resolution,” – per GB:

Per GB of processed files – \$10.00 per GB; 8-bit/16-bit

##### RAW to Jpeg “Full Resolution,” – per File:

Up to 25MB/processed file – \$0.35/file

25MB+/processed file – \$0.50/file

Minimum charge \$25.00.

##### RAW to Jpeg “Low Resolution” – \$0.15/file

Maximum size 1600 x 1600 pixels. Minimum charge \$10.00 per batch.

RAW Processing Turnaround – 1 day (Rush charges: 12 hours +50%, ASAP +100%)

### FILE CONVERSION SERVICES

#### Jpegs from Tiffs – \$0.10/file

We can convert your processed tiff files to any size jpeg: 10¢/file

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**FTP FILE TRANSFER SERVICES**

Why wait for a messenger to deliver your files tomorrow morning? Get them to your clients right away with FTP data transfer services. The Icon operates its own secure FTP server so that your valuable images never have to leave trusted hands. We can load your files onto our servers for you (or your clients) to retrieve; we can get files from you via the FTP server, or send and receive data from your client's FTP servers.

**Using ICON's FTP server:** \$10.00 per order

**Upload/Download to other FTP service:** 25¢ per MB / \$10.00 minimum

**Archived File Retrieval**

The Icon keeps a copy of every file we handle for 14 days so that you are protected for long enough to see the job through. If you need an extra copy of your images within that 14-day period, you pay only for the cost of writing the files to CD or DVD. If you inadvertently lose a valuable file after the 14-day period, we may be able to retrieve older data from our backup system within an additional one to two weeks. Data older than one month is not retrievable.

**Data Retrieval:** \$0.05 per MB / \$25.00 minimum

**Digital Proof Sheets**

Sometimes there's nothing like a proof sheet for editing and sharing images. In the age of digital photography there are more options for proofing than ever. With the ability to include any number of images on a page and the addition of a line of custom text on each page, you get proofs that meet any need. If you used to make "Type-R" print proofs from your chromes, we can recreate that for you by scanning your originals and then making digital proofs from the scans.

	<b>From Files</b>	<b>From Chromes</b>
Up to 9 x 12	\$10.00 / \$8.00 add'l	\$20.00 / \$12.00 add'l
Up to 10 x 15	\$12.00 / \$10.00 add'l	\$25.00 / \$15.00 add'l
Up to 11 x 14	\$20.00 / \$12.00 add'l	\$30.00 / \$18.00 add'l
Up to 16 x 20	\$30.00 / \$20.00 add'l	\$40.00 / \$20.00 add'l

When ordering proof sheets from digital files, you'll need to specify various options, including:

- paper surface (glossy or matte finish)
- text to appear at the top of each page (photo credit, project name, contact info, etc)
- whether to rotate images for best fit when you have both vertical and horizontal images, or to maintain viewing perspective of each image; in the latter case, horizontals would then be smaller
- how many images per page; this can vary greatly, depending on how big you want your images and what format they were shot in.

Please speak with our Customer Service representatives to see sample configurations.

**Email Notification**

We are happy to send email notifications to you or your clients. Simple text messages or low resolution images can be sent. The maximum size for any single email is 2MB.

**Burn/Copy to CD/DVD**

We offer complete data burning service including the ability to copy your existing data on to optical media, create new archives from scans and print any image directly onto disks.

	<b>CD</b>	<b>DVD</b>
Burn/Copy Disk from files created at Icon	\$5.00	\$30.00
Burn/Copy Disk (copy data or disk)	\$20.00	\$40.00
Print Image or Logo on CD or DVD	\$5.00	\$5.00

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**Burn/Copy Data to Client Hard Drive**

Clients can provide their own hard drives for storing files created at The Icon. Please note that The Icon does not accept any responsibility for damage to your drive, or loss of existing data on the drive.

Burn/Copy Data to Client Hard Drive	\$2.00 per GB / \$5.00 min.
Burn/Copy Data Hard Drive to Hard Drive	\$2.50 per GB / \$10.00 min.
Burn/Copy Data from Iconbox	\$1.50 per GB / \$5.00 min.

**File Format Conversions**

Convert from RGB to BW – standard	\$5.00 per image
Convert from RGB to BW – custom match	\$25.00
Convert from RGB to CMYK – standard	\$5.00
Convert from RGB to CMYK – custom match	\$25.00

**File Renaming**

We can rename batches of files using almost any rule, incorporate existing names/folder names/etc., or manually compare files to proof sheets to ensure consistency throughout your workflow.

Batch File Renaming	\$0.25 per image / \$5.00 min.
Manual File Renaming	\$0.75 per image

It is more important than ever to ensure that images are clearly marked with copyright information, keywords, descriptions, etc. We can add this “metadata” to your images (in supported formats only) or superimpose a visual watermark for you.

	<b>Copyright (IPTC)</b>	<b>Watermark</b>
Up to 10MB	5¢ per image	10¢
10-30MB	10¢	20¢
30-60MB	15¢	30¢
60-100MB	20¢	40¢
100-200MB	25¢	50¢
over 200MB	quote	quote
Minimum charge	\$5.00	\$5.00

**FILE RESIZE/REFORMAT**

If you need us to change the size, resolution, cropping, or format of your files, we can accommodate your needs for one file or a thousand. We also have custom solutions for enlarging image files up to 1000% with the least possible degradation of quality. Stop by our digital customer service counter to see samples of our custom enlargements.

**Individual File Resize/Reformat**

Standard file resize/reformat	\$5.00
Print set-up fee	\$5.00
Custom up-size of image file (includes 8 x 10 print at 100% resolution)	\$25.00

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**Batch File Conversions/Resizing**

Files size up to 10MB	25¢ per file
11-50MB	35¢ per file
51-100MB	50¢ per file
Over 100MB	\$1.00 per file
Minimum charge	\$5.00 per batch

**File Archiving and Long-Term Storage**

Protect your most important and valuable images by using our long-term storage service.

- your images available to view on The Iconbox
- \$25 setup fee
- additional backup on our server
- 6 month min.
- off-site tape backup
- 15% discount for annual pre-payment

<b>3GB</b>	<b>20GB</b>	<b>100GB</b>	<b>Add'l 50GB</b>
\$30.00	\$50.00	\$250.00	\$95.00

De-Archive - \$0.05 per MB + CD or DVD (\$25 min.)

**DIGITAL IMAGING STATION RENTAL**

***“Great if you are out-of-town!”***

Let The Icon be your digital home away from home. We offer a complete retouching station for rent by the hour – loaded with all the software you might need and fully calibrated for professional results. Enjoy our comfortable computer station whenever you need to edit your images, process RAW files, or perform do-it-yourself retouching. Station rental is by appointment only and subject to availability.

\$50.00 per hour; billing in 1/2 hr. increments, minimum 1/2 hr.

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