

The photographer's path to profit

you can

HOW TO:

Make the most of new
revenue opportunities

Choose the right printer
for your business needs

Get started with wide
format printing

Plus

Leading photographers
share their highs, lows
and favourite images

Canon

BIG SHOT.01



Martin Parr

Documentary photographer, London, UK

Describe your work I'm a documentary photographer and I do cultural assignments and work for magazines, I occasionally do advertising. I do a lot of my own work too.

Your style The vision I aim for is quite graphic, quite direct images with strong colours, but which also have subtlety and ambiguity within them.

Favourite job My whole career has been my most enjoyable job. It has been one long hobby, a passion. I am very lucky — I earn a good living from doing my own work.

Toughest shoot It's very tough when you're sent into a country with very limited time. For example, last year I had to produce a whole show about Finland in only six days.

Benefits of wide format print It means that we can print a lot for exhibitions a lot quicker, which is great because time is money.

BIG SHOT.02



David Noton

Landscape photographer, Sherborne, UK

Describe your work Landscapes and travel, but it's much more than that — it's also about the people, the culture and the whole experience of being in a particular location.

Your style For me the light is often more important than the subject itself. Natural light can transform a relatively mundane scene into a view of spectacular

beauty — that's what gets me excited.

Favourite job The last one. It's the moment you realise that the scene you're looking at will never be seen by the vast majority of the population.

Toughest shoot In Bergen, Norway. Constant rain meant that I only got one shot in three weeks.

Benefits of wide format print It comes down to the visual impact that they can deliver. We spend so much time at screens that it's really refreshing to get back to looking at prints — and the bigger, the better! It is liberating for me as a photographer.

Images De Fer

Alain Pras' fascination with the industrial is brought to life with wide format print



Man of iron
Alain Pras likes the control printing in his gallery gives him

Quality and detail are the areas you would expect a photographer with forty years of experience to focus on. Add to that a demand for control and self-sufficiency and you begin to build a picture of Alain Pras, professional photographer and owner of the Images de Fer photo gallery in Paris.

Having worked as a scale-model maker for some of France's foremost industrial companies, Pras has a passion for capturing *images de fer* (images of iron) — like railway bridges, refineries and factories. Pras' vision had been to sell his images and those of other photographers as wide format photographic art. So in 2009, when he opened the gallery he had always longed for, he wanted a wide format printer to use in-house.

The drivers to print images in-house were threefold, as he explains: "The first factor was the

financial saving — we are around 20% better off by being self-sufficient. Also important was maintaining control over the output process — as a photographer, overseeing the production of prints is as important as capturing the original image. I also didn't want to have to rely on someone else to meet our exacting demands for quality, or the rapid delivery times that we offer customers."

In choosing a wide format printer, Pras did not look further than Canon. "As a photographer, I've used Canon equipment for as long as I can remember," he says. "If something works for me, I stick with it, and I've yet to be convinced that another brand could surpass the quality, reliability and consistency across the workflow I get from Canon — from image capture to output."

Having selected a 12-colour, 44-inch Canon imagePROGRAF, Pras was keen to see the output quality. Remembering the day he saw the printer at Canon's Paris office, he says: "I walked into the demo room, handed over a memory stick containing some images and said, 'Let's see what it can do with this,'" he smiles. "With no set-up or adjustment whatsoever, the printer produced a stunning image of lifelike clarity."

Over the past three years, Pras' conviction hasn't wavered. The Canon imagePROGRAF has made its mark as the gallery's primary revenue generator. "Each print we produce costs about €100 and we typically print around 20 pictures of 1.1m x 1.7m for each photographer, usually onto substrates like matt and gloss paper, as well as onto vinyl and canvas," he explains. "These are then mounted under Plexiglas before being sold to customers for between €1000 and €3000 each." A percentage of the print's sales is then shared with the photographer.

Pras attributes his flourishing business to the dependability and performance of his Canon wide format printer. "The results speak for themselves," he smiles. "Success hinges on the reliability of my equipment and its ability to consistently deliver prints that astound our customers."

"I've yet to be convinced another brand could surpass the quality, reliability and consistency of Canon"

BIG SHOT.04



Danny Green

Wildlife photographer, Loughborough, UK

Describe your work My specialism is wildlife photography and my clients include the BBC, The Royal Society for the Protection of Birds and numerous photographic magazines across Europe.

Your style I try to capture the behaviour of the bird or mammal I'm shooting. I do most shoots in the first or last hours of the day, when the light shows

the colour and texture of feathers or fur at its best.

Favourite job Photographing polar bears and walrus in the high Arctic where the light is superb for seven to eight hours a day.

Toughest job Photographing puffins — because I needed to find a new way to document them that hadn't been done by scores of photographers before.

Benefits of wide format print I shoot a lot of panoramas, so printing them on a wide format machine is really the only way to properly showcase the detail and the quality of the shot.

Meet the stars

Canon's range of wide format printers take centre stage. With a variety of cutting-edge tools to help enhance your photographs and expand your business, which one most suits your company?

PIXMA PRO-1 ▶

For prints up to A3, professional and amateurs should look no further than the PIXMA PRO-1. It's the world's first A3 printer to have 12 separate inks, using the LUCIA 12-ink pigment system to achieve a wide colour gamut and produce smoother gradations, curb graininess and provide an anti-bronzing effect. The high print quality in colour and monochrome means images will last for 200 years in a photo album. Exceptional levels of productivity make it suitable for studio use and commercial exhibitions.



◀ imagePROGRAF iPF5100

Speed and simplicity are the watchwords for this 12-colour 17-inch printer — but that doesn't mean cutting corners on quality. Like all Canon's imagePROGRAF large format printers, the pigment ink system guarantees exceptional accuracy when reproducing photographs. Thanks to its size, it can produce a draft A2 print in just 41 seconds, and a full A2 print in two minutes. Its in-built colour calibration system saves even more time, with no need for external calibration devices.

imagePROGRAF iPF8400 ▶

Equipped with the same enhanced features as the iPF6400 and iPF6450, the 12-colour, 44-inch iPF8400 offers wider quality prints for panoramic and large-scale images. This model has impressive throughput of only six minutes (A0), and with its 250GB of memory can handle even the biggest of jobs. This combination of exceptional quality, productivity and power will instantly boost your photography business.



▽ imagePROGRAF iPF9400 and iPF9400S

These 12-colour and eight-colour 60-inch models will bring out the best in your high-resolution shots. Both have 'hot swap' technology, enabling users to change ink during a print job, saving downtime and ensuring continuous ink supply — letting you spend more time with your camera. Improved internal technology means fewer passes for glossy paper, and the double-speed printing mode delivers fast production without losing quality. Additional colour control options for the iPF9400S (below) guarantee flawless wide format print.



imagePROGRAF iPF6400 ▲ and iPF6450

These two 12-colour 24-inch models are made for high quality and productivity. The ink set enables wide colour gamut and expressive blacks to deliver prints of exceptional clarity, while double-speed printing modes and non-stop printing technology ensure quick print jobs on glossy paper. The iPF6450 (above) has an optional spectrophotometer for colour management and 250GB of memory.

▽ Océ Arizona™

If you thought Canon's wide format printing capability was limited to media on a roll, think again. The Arizona Series of UV flatbed printers from Océ, part of the Canon group, demonstrates the broad range of indoor and outdoor display applications available. You can now bring your work to life in innovative, eye-catching ways by printing on a variety of rigid and flexible media including vinyl, foam-board, SINTRA®, DIBOND®, wood and glass.

