



SERVICES & PRICE GUIDE

Welcome to the world of Pictopia!

Pictopia is a full service online and custom photo lab providing the highest quality photographic services to professional and amateur photographers, other photo labs, museums, galleries, and other organizations. The world's most discerning photographers come to Pictopia for Heidelberg drum scans, LightJet C-prints and other digital imaging services. Photographers and companies requiring professional quality photographic prints can upload their digital files to Pictopia via a web browser, order prints as large as 50x120 inches, and have them drop-shipped anywhere in the world.

LASER LIGHTJET PRINTING

Pictopia prints are chromogenic (C-print) photographs printed from digital files. Images are exposed using our LightJet® 430 laser enlarger, rendering RGB and grayscale onto Fuji Crystal Archive Professional Super Type C in matte, gloss and supergloss photo papers. Prints are then developed in RA4 (wet chemical) process. Output from a LightJet is about equal in resolution to 4000 dots per inch (dpi) on an inkjet, laser, or other halftone printer. Unlike most "digital prints" which use dots of ink from inkjet or giclée technology, Pictopia photographic prints are continuous tone and are archival past 100 years under normal conditions.

WHAT MAKES PICTOPIA SPECIAL?

UPSCALE™ TECHNOLOGY: At Pictopia we utilize our exclusive UpScale™ technology to enable you to print large prints with high quality and resolution. It works automatically in Pictopia servers – freeing you from the task of creating your own huge interpolated files. UpScale achieves these results while automatically preserving the apparent sharpness of your original image.

FULLY ICC COLOR-MANAGED: At Pictopia we print photographs with color that is predictable and repeatable, so that your prints have unrivaled detail, color range and beauty. We also make truly neutral B&W photographs.

LIGHTJET STANDARD SIZE SELF-SERVE ONLINE PRICES

Size	Matte/Gloss	2+	SuperGloss	2+
8x10	\$10	\$7	\$13	\$13
8x12	\$11	\$8	\$14	\$14
8.5x11	\$11	\$8	\$14	\$14
11x14	\$14	\$10	\$17	\$14
12x18	\$20	\$14	\$25	\$21
16x20	\$27	\$19	\$33	\$28
20x24	\$38	\$27	\$49	\$42
20x30	\$49	\$34	\$62	\$53
24x36	\$69	\$48	\$87	\$74
30x40	\$96	\$67	\$120	\$102
40x50	\$154	\$108	\$199	\$169

Prints are available in matte, gloss, supergloss. Any custom size up to 50x120 inches is available, please visit <http://pictopia.com> for custom size prices.

PRODUCTION PRINTS

For prints that meet the exact width dimensions of 5", 8", 10", 11", or 12" we can produce high volumes of photographs on our Noritsu mini lab, giving you very good quality with value pricing. Please call us to discuss the details of your job.

HEIDELBERG DRUM SCANS

Pictopia scans on a Heidelberg Tango/Primescan drum scanner to produce files at 24 or 48 bits per pixel, RGB/LAB/CMYK; 8 or 16 bpp for B&W, up to 11,000 ppi. We scan transparent or reflective originals up to 12x18 inches and color-manage the process, producing the finest scans available.

8bit RGB

100MB	200MB	300MB	400MB	500MB	600MB
\$40	\$60	\$80	\$120	\$160	\$200

8bit Grayscale

35MB	70MB	100MB
\$40	\$60	\$80

16bit RGB

200MB	400MB	600MB
\$80	\$150	\$225

16bit Grayscale

70MB	150MB	200MB
\$70	\$125	\$175

- Prices include Print-Ready file uploaded to your Pictopia account or output to CDR for \$5, DVD for \$10.
- An additional charge of \$25 applies to transparent originals larger than 4x5 inches.

FLATBED SCANNING - A COST EFFECTIVE ALTERNATIVE

Our flat bed scanners accommodate originals up to 12x17 inches, and provide a very high resolution scans of up to 6400 ppi.

8bit

\$25	1MB - 50MB
\$35	51MB - 100MB

Professional Service charges apply for color correction and clean up.

PROFESSIONAL SERVICES

We offer expert Photoshop® services to create the best prints possible from your photographs. Services include: color and contrast correction, spotting, retouching, compositing and more.

\$150/hour

Minimum billable: \$50

Billable increments: 1/4 hour

FINISHING

For larger projects, and by special arrangement, we facilitate mounting, lamination, matting and framing services.

AT PICTOPIA YOU'RE IN GOOD COMPANY

For over six years Pictopia photographs have been displayed in art galleries and museums from coast-to-coast in the U.S., Europe and Japan. Artists, decorators, and institutions that display large archival images in museums, corporate headquarters, and other venues use Pictopia as their photo lab. The following is a partial list of where Pictopia photographic prints have been displayed.

- Ansel Adams Gallery, Yosemite National Park
- International Center of Photography, New York
- Pulitzer Photography of the 20th Century, New York
- California Academy of Sciences, San Francisco
- San Francisco Museum of Modern Art
- San Francisco Historical Society
- United Nations Headquarters, New York
- Tokyo's Metropolitan Museum of Photography, Japan

UpScale™ is a trademark of Pictopia, Inc. All other names are marks of their respective holders.

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