

February 7, 2002

Gerry McIntyre
GMP Digital
1112 D Street
Sacramento, CA 95814

Dear Gerry,

This letter is to let you know how happy we are with the photography that GMP Digital did for the 'gratitudes' catalog of gift products. While digital photography and color management (profiling) are not completely new to me, I have never seen better results. We worked with a new, large, catalog printer in Minneapolis, and the time from photo conversion-to-disk-to printer was very tight. I would normally have run loose color just to avoid surprises, but wasn't able to. When we got our first proofs back from the printer, the photographs looked excellent. It prompted me to inquire about whether they did any color correction and how they felt about the process and the quality of the files.

There was nothing but praise. The prepress manager said he had never seen such good digital photography, and everything ran really well. He also said they don't touch the files (regarding color correction) unless direct to (and paid to!), so that what we saw was the straight rip of the files. The sales person for the printer (who is located in Irvine) is so excited about how successful the process went and about the outcome, that he has several clients to recommend to you for photography work.

Thanks again for a job well done. It's nice to know you have 'digital' down to an art and a science so that we can count on great results!

Della Gilleran
Principal



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