

# Technical Data



## Equipment: Nikon D2X & BOWENS Studio gear

### Turn around times:

#### **Delivery of 'as shot' images**

Images will be burned to CD/DVD and posted within two working days of the shoot.

#### **Delivery of Finished images**

Images will be finished, burned to CD/DVD and posted within three working days of receiving your order.  
On-site editing - £50 per hour.

#### **Availability of Proofs**

If proofs are needed, i.e. portraits and team shots, they will be uploaded onto the web in three working days (shoot Monday, on site by 5pm Thursday).

### Copyright

All images purchased on a commercial basis are delivered to the paying client with a free licence to use the images for *marketing* and *publicity* purposes only in any media for as long as they wish. The images, printed or electronic, may not be sold or distributed elsewhere for whatever reason without our express permission. If in doubt, please contact us.

### Delivery files

#### **Commercial Location and Product (non-people) images**

For most product and location shoots (where people are not the subject matter of the image) JPEGs are 'sorted' and rotated, renamed, with basic sharpening and colour balancing applied. No other finishing is done to the image without prior agreement. A Low Res set of JPEGs is created from the High Res delivery set, for ease of viewing and selection.

*We strongly recommend that any files used for printed materials size A6 (10cm x 14.5cm) or greater, are professionally finished. Call us for a quote if necessary.*

#### **Commercial People Images**

Where people are the subject of the shots, (i.e. Teams, Business Portraits, Creative PR), we will upload proofs to the Park7 website where you can view them and make your selections. To achieve optimum results, we apply *Fine-Art Finishing* techniques as standard practise to all people shots. Your selected 'finished' files are then delivered as High Res JPEGs, together with a 'Medium Res' set, with images sized to be of printable quality but under 1MB in file size, so that they are easy to email to news desks and publications. A Low Res set will also be supplied for ease of viewing and selecting.

### Normal shooting mode

For most applications, because we use high specification professional equipment, we achieve great results shooting with JPEGs in sRGB colour space.

*For specialist applications, we can shoot in RAW or TIFF using the Adobe colour space if your designers prefer to work in this way. Simply let us know before the shoot if you would like your files delivered in a different format to the standard JPEG.*

**If there is anything else you need to know, please contact us - we're happy to answer your questions!**