original

processed

elpical
clarolayout

Automatic image enhancement without leaving InDesign®

Thanks to Claro Layout, creative professionals dealing with very long or image heavy documents such as year report or catalogs in Adobe® InDesign® workflows can now benefit from the leading technology in automatic image analysis and enhancement without leaving their trusted environment..

Based on the Claro Individual Image Analysis technology, Claro Layout automatically and individually analyzes and enhances each image inside Adobe® InDesign® documents.

Layout and design professionals now can Increase the quality of placed images while staying in their trusted InDesign® environment,. They can automatically optimize the size of the placed image taking into account scaling and crop and they use images in mixed color spaces during layout and then optimize the chosen image content from within InDesign®.

Claro Individual Image Analysis

Automatic image enhancement is a real challenge. What is good for one image is not good for the other. Although it seems contradictory, automatic image enhancement needs an individual approach.

With its Claro Individual Image Analysis, Claro analyzes every individual image thoroughly, looking for such parameters as sharpness, brightness, contrast, color balance, natural greens, skin tones, exif information … and more.

This extensive individual analysis is fundamental to Elpical's image enhancement technology. Because of this fundamental approach that the Claro products achieve consistent high-quality results even when the origin and quality of the original images vary significantly.

Claro utilizes superior enhancement techniques. The sharpening that will be applied to a given image varies in amount and threshold, depending on the sharpness and (reduced) noise levels in the original image, a sophisticated anti-halo filter is applied to reduce the undesirable side effects of sharpening, it will even reduce existing JPEG artifacts. Claro's local contrast-enhancement allows for details to be preserved and enhanced both in the bright as well as in the dark areas of the image, without effecting overall brightness of the image. Individual image analysis ensures that this technique is only applied to images that require it.

Benefits

- Provide consistently high-quality image enhancements across varied individual images

- Decrease file size by optimizing image resolution and keeping only the desired part of the picture

- Save large amounts of time on producing image-specific enhancements

- Process with confidence, knowing Claro Layout will only enhance images where needed, perform in-file image enhancement inside Adobe® InDesign® documents, as well as image output with correct ICC profiling

- Maintain close image handling control

ELPICAL

| Press & Publishing | System integrator & Software developers | Photo processing for web & print | Printing & Copying |

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Key Features

General

· Claro Individual Image Analysis for automated image enhancement based on each image's specific requirements
· Consistent image enhancements across a wide range of image types (TIFF, JPEG, PSD, Photoshop EPS, BMP, etc.)
· File output support for TIFF, JPEG, EPS, PSD, GIF, PNG (including original layers, compatibility layer and processed layer)
· Multi-platform availability
· Integrated operation inside Adobe® InDesign® workflows

Workflow

· Seamlessly integrates into Adobe® InDesign® workflows
· Embed processing information into XMP

Image optimization

· Local contrast enhancement of image details with respect for overall image brightness
· Superior control over and dynamic optimization of sharpness, brightness, saturation, noise, black point/white point, and color balance
· Reduce JPEG artefacts
· Skin-tone specific recognition and treatment to achieve natural looking peeple

Image manipulation

· Images inside Adobe® InDesign® files can be enhanced, resampled and color converted
· ICC based color and grayscale conversions and profile assignment & embedding
· DeviceLink profile conversions
· Resampling and resizing of images

About Elpical Software

Elpical Software, an international company with offices in The Netherlands and Germany, develops and markets software solutions for the production and enhancement of digital images and the automation of the image workflow. Based on extensive image analysis, the technology enables publishing houses to automate the enhancement of produced images. Elpical was established in 1997 by a management buy-out of the Electronic Imaging department of Victor Hasselblad AB. Since then, Elpical has become a leading specialist in the field of digital image enhancement and management.

The manufacturer's key products include Claro Single, Claro Premedia Server, 4LeafClover and EmailManager. Elpical's core competence in the field of digital images makes the company an ideal partner for other software suppliers who want to combine Elpical products with their own applications, or for system integrators who want to integrate expanded image functions in their own products. Elpical has concluded an OEM agreement with, among others, OCÉ© for the enhancement of embedded images from PDF documents.

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