

The Complete Workflow

Storage, Disc Production, Projection, Printing

From storing his files on the job to producing DVDs, projecting his work and making prints, so much of Marcus Bell's photography equipment is made by Epson.

Marcus Bell is one of Australia's leading wedding, portrait and fine art photographers. An international speaker and the winner of many competitions, including the AIPP Australian Professional Wedding Photographer of the Year Award in 2008, 2005 and 2003, Marcus runs a busy professional studio in Brisbane called Studio Impressions (www.studioimpressions.com.au) where he leads a team of creative photographers and designers.

At the heart of Marcus's studio is his wedding photography and at every wedding, you'll see an Epson P-7000 Multimedia Storage Viewer on his belt.



Multimedia Storage Viewer P-7000

Multimedia Storage

The Multimedia Storage Viewer features a 4" Photo Fine Premia LCD screen (it displays approximately 16.7 million colours) and the P-7000 model features 160GB storage capacity.

"Before a wedding shoot, I format all my Sandisk memory cards in the camera that I'm going to be shooting with. This limits the chances of any 'write' errors and since I don't format my cards while working, there's

no chance of accidentally writing over the wrong card.

"As each card is finished, it comes out of the camera and straight into the Epson P-7000 Multimedia Storage Viewer. I press the download button and the Epson P-7000 goes to work.

"I also keep my memory cards in a little Tamrac card holder. It fits up to 20 cards which are faced backwards when they are empty, or to the front when they are full. At any time during the shoot I can open the card holder and see what cards are used and how many are available.

"By downloading the files onto the Epson P-7000 and not re-using the memory cards, I have a backup of my work until I can get back to the studio. And by keeping the cardholder and the Epson P-7000 attached to my belt, it eliminates any problems should my camera or camera bag be lost or stolen."

Back in the studio, Marcus just hooks up the P-7000 to his computer and downloads the entire shoot simultaneously to two hard drives. Then the Epson Discproducer is used to burn a series of back-up DVDs.

"And this is where the Epson Discproducer is so useful. To back-up each shoot requires several DVDs, but rather than burning them one at a time, I simply send the files to the Epson Discproducer and it produces them in one action.

"It's amazing what a fantastic time saver this is. It lets me spend time with the kids because it's a fully automated process, so the value is not just in the security the DVDs offer, but also the convenience."

Epson Discproducer

The Epson Discproducer can print and burn up to 100 CDs or DVDs at a time, making it a fast and economical tool for the busy photography studio.

"I'm a firm believer in DVDs for back-up. We back-up to hard disks as well, but recently our entire system went down and we lost everything. Even the back-up drives were corrupted so thank heavens we had DVD back-ups or it could have been really ugly.

"We also produce DVDs for our clients. Now that multi-media is becoming such an important component of what we produce, it's necessary to have a way of producing a large number of DVDs quickly and easily.

"Before investing in the Discproducer, we weren't able to distribute and market our work nearly so easily. We'd have to think first before committing to producing a marketing piece based on a multi-media presentation, but now that we can produce 100 DVDs in a single session automatically, it's not difficult to produce 1000 discs for a promotion. This feature on its own pays for the Discproducer, plus the bonus is the way it helps us back-up our work. When you



Epson TW5000 HD Projector

Nikon's 25-megapixel D3x, he has plenty of quality to project – and to print.

"Yes, the print quality from the Epson Stylus® Pro 9900 is amazing, but what I'm really appreciating is the large capacity ink cartridges. Now that we print so much of our own work, the larger capacity cartridges mean my ink costs are lower and we can run the printers for longer without it stopping for a new cartridge."

Like many wedding photographers, Marcus is finding he is printing more and more of his own photographs, especially for albums and framing. And while the 44-inch Pro 9900 will allow him to produce any size print from a postcard up to a mural, he is



Epson Discproducer. Some remarkably clever engineering has squeezed everything needed for DVD/CD replication into a single unit that's as easy to use as a DVD player.

"DVDs are also a great marketing tool and, because it's so easy to burn ten or twenty copies of a DVD, we're using them as a marketing tool as well. We give our clients several copies of our slide shows and proofs, and they in turn hand them around to their parents and friends. Of course, everything is subtly branded with our studio name."

The fact that Marcus and his staff can produce DVDs so easily has really given his marketing a boost.

"For the last five years at the bridal shows, we've always given out a DVD with a portfolio of our work. Similarly, if we get an inquiry at the studio, we'll give them a DVD to take with them. And we'll also produce DVDs for reception houses which cross promote their services and our photography – this is a really great lead generator for us and producing these DVDs has really cemented our relationship with them.

do the sums, the Discproducer will actually save you money.

Projectors & Printers

After Marcus has edited his images his clients are invited to the studio to view an audio visual, but it's not just any audio visual. Using a purpose designed media room, Marcus projects HD resolution images using his Epson TW1000 projector, featuring 1920 x 1080 pixels and an image quality that is print-like.

"I was one of the first photographers to use the new range of Epson HD projectors," Marcus explained, noting that his TW1000 is superseded by the even brighter TW5000. "The colour and the resolution are just so good, it has to be seen to be believed. It really has changed the way people perceive the quality of my work."

And now that Marcus is shooting with



Epson Stylus Pro 9900

impressed by how easy it is to load sheet paper into what is often considered a roll paper printer.

"I like the paper ledge for loading sheet paper. I'm producing my own photo books, so the ability to print both sides is very important. The little ledge makes the 9900 almost as convenient and easy to load as a smaller printer like the 3800. And it is so easy to align the paper precisely, something that's very important when you're printing both sides."

From capture to printing, Epson products can be found helping photographers be more efficient, more profitable, and to produce a high quality result. And isn't that what it's all about!

