

Do you see what I see?

Make sure your image view matches theirs when working with online photo services **Photography By Byll Williams**



Spyder3Elite

Designed for professional photographers and studios, Datacolor's next generation in calibration accuracy lets you bring a new level of color control to your work. With enhanced precision and speed, Spyder3Elite can precisely calibrate all of your LCD, CRT, laptop and front projector displays, including matching multiple studio displays to a single target. A unique SpyderProof function gives a series of real images to evaluate calibration detail from a photographer's point of view. A state-of-the-art optical design with the industry's only 7 detector color engine and 27mm aperture provide unrivaled performance. User-defined calibration targets, I-Star option, display history, Adobe RGB/Wide-gamut monitor support and measured black and white luminance give you total control of your digital workflow. Also included is an embedded sensor that automatically measures the ambient light within a room and provides you with options to change either your studio lighting or display profile if the ambient light changes. Maintaining a history log of lighting conditions, Spyder3Elite's Intelligent Ambient Light Control can intelligently discern true lighting changes from random fluctuations caused by studio flashes or shadows.

No one knows the need for a properly calibrated monitor better than iStockphoto.com, a pioneer in the world of microstock photography. iStock's team of 87 inspectors checks every one of the more than 200,000 files submitted to the collection each month. All the inspectors are also contributing members to the Website and come from either photography or design backgrounds so they aren't strangers to the need for consistent color across the entire workflow.

iStock was built on a business model that allows amateur and prosumer photographers to get their images out to the public and get paid to do it. According to the company, contributing members of iStock can make anywhere from a few hundred dollars up to \$1,000 a month on average, while the most dedicated and talented contributors bring in five- and six-figure salaries. The company's dramatic success is a testament to the amount of outstanding photography that's being produced by all manner of shooters.

Anyone can apply to become a contributor at iStock. It's incredibly easy and won't cost you a penny to sell your images as royalty-free stock. There's a "Stock Photographer Training Manual" on the Website to help you spot technical and legal issues in your files—what can't be sold as royalty-free stock, model releases, etc. After creating a free member account, you select three of your best images and upload them. An inspector will evaluate them and either approve you to upload images to sell or give you feedback if there's an issue.

Although iStock doesn't require its inspectors to use a particular type of computer system, they do

require that each inspector sees an image the same way, and the Spyder3Elite make this possible.

"The Spyder has very accurate profiling," says Simon Moran, Technical Lead of Content contractor for iStockphoto. "It allows the inspectors to see the true image. On a very basic level, it's as simple as seeing that the image is correctly exposed or that white balance is correct. On a more technical level, some types of low-level compression, noise, banding or posterization may not be visible unless the monitor is properly calibrated."

Moran also likes how easy it is to set up and use the software. The new Spyder3Elite has an assistant-based interface that walks you through the process, and there's a new expert console for advanced users. The redesigned calibrator now has a 7 detector color engine with an aperture that's three times larger. It also comes with an embedded high-precision sensor that automatically measures the ambient light in the room. Then the software offers you options to change either your studio lighting or display profile so the colors, contrast and brightness provide the most accurate reproduction of images.

Contributors to iStock are encouraged to employ calibration, too. That way, every one is seeing the same thing. When preparing photos for submission, you'll know that your edits are not only correct, but that the iStock inspectors are going to see on their monitors exactly what you see on yours.

For more information about the Spyder3Elite and other Datacolor calibration products, visit www.spyder3.com.

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