

SCANNING A WORLD OF CREATIVITY



MAGNUM
PHOTOS

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Since its inception in 1947, the name Magnum Photos has been synonymous with true photographic individuality, creativity and quality. These attributes have kept the world's leading independent photographic organisation and its members at the cutting edge of photography for over 55 years, through wars, natural disasters, political upheavals and the daily lives of the world's communities from the mountains of the Caucasus region to the rivers of the Amazon.

In 2002, with one eye on its internationally respected tradition and another looking to the digital photographic world of the future, Magnum Photos formed a strategic partnership with Imacon. The first step in this partnership was an investment in three new Flextight 848 scanners with batch feeders for its three international offices in New York, Paris and London. Below, Peter Marlow, President of Magnum Photos, comments on the new strategic partnership and the organisation's experience with its new Imacon scanners:

Peter Marlow

"From its creation, Magnum Photos has been about unleashing the freedom and expression of the individual photographer and providing them with real individual control over their creativity - essentially its about encouraging the spirit of independence. We have held true to these principles and we now see these same principles reflected in Imacon's vision.

"It is for this reason we decided in 2002 to develop a strategic partnership with Imacon. What we see in Imacon is much more than a company that produces a high quality product. Both Magnum Photos and Imacon are working together to provide photogra-



Elliott Erwitt 1974. Felix, Gladys and Rover.

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phers with greater control and independence over their image management and workflow and an opportunity to further express their authorship and creativity.

"The move from the darkroom to the computer is a radical transition for many of our members and Magnum has tried very hard to support and help those exploring new ways of working digitally. We like Imacon's philosophy in that they listen to what photographer's want and then create the technology to achieve these goals simply, in a way that does not get in the way of the final vision.

"What the Flextight scanners are providing Magnum Photos with is real authority in the scanning, reproductive and archival process, which matches the degree of control our members expect when they take photographs. We envisage the outcome of the strategic partnership will be to give our members far more freedom and flexibility through the whole process from taking the photograph to creating a scan that is both easy to achieve and technically perfect. Individual photographers have far less resources at their disposal than repro or design houses for example, so the issue of time and managing it effectively is a crucial element to our success – I believe Imacon recognises this – it thinks with the photographer in mind when developing its products."

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Gilles Peress, a Magnum member based in New York says:

"Honestly the 848 is the first scanner that gave me the same kind of excitement I had when I went from my first Durst enlarger to a Focomat/Leica enlarger. It has a tactile sense of the negative of the grain and of the detail in the shadows. I believe the Flextight 848 is the only digital scanner of the "Pixel Era" that still has a total coherence with the subtleties and aesthetics of film as we have come to know it."



Burt Glimm 1964, A Goldwater couple.



Bruno Barbey 1966, The Amazon river.

John Vink, another Magnum member based in Cambodia, has recently worked with the Flextight 848 says:

"In my view, the Imacon scans are perfect. The software is very intuitive and I was up and running after a five minute brief. With the Flextight there is no loss of sharpness in the corners - using a flatbed really used to bother me as roughly one in five images had unsharp edges to the frame. The Flextight d-max allows you to always get detail in the highlights and shadows. And when you go to 100% you can really look into the core of the negative."

Steve Book, Technical Services Manager Magnum New York says:

"We have tested the Imacon scanner fully with its latest software. It is far superior to anything I have seen on hitting colour balance and sharpness first time around. The three scanners were installed in the Magnum Photos' offices in September and we are already seeing very significant improvements in terms of scanning and workflow. Having a scanner of the calibre of a Flextight 848 has made a remarkable difference to our in-house operation. In the past, we have found limitations to flatbed scanning in terms of quality and speed, and the expense associated with traditional high-end drum scanners is simply not an option for most photographers."

"The development of Imacon's new FlexTouch software is a major benefit in that the less time photographers have to spend scanning and manipulating an image in the studio is more time they have to be on location and create – this is crucial – as it is their livelihood."

"I was up and running after a five minute brief"



Peter Marlow 1998, Natural hot spring at Kawa

“Essentially, we can treat these files as ‘digital originals’, we try to do it once, and do it right.”

David Axelbank, Technical Services manager

Magnum London says:

"The ability to scan a quality raw file and then go back to it when and if further work is required is a major asset. In the past there has always been problems with recognising certain colours, in colour negatives in particular. However, the Flextight scanners have an almost intuitive ability to correctly read and assess the image at the Raw File stage. The Raw File profile is so accurate, sharp and noise-free that we upload this file for viewing on our website – once an order is placed we can then go back and make any minor corrections as necessary. This is a significant saving in terms of time and resources. Essentially, we can treat these files as ‘digital originals’, we try to do it once, and do it right.

"Part of my role is ‘feeding’ our digital delivery E-Commerce site, utilising the Imacon batch feeder. The batch feeder carries a maximum of ten holders so we can scan ten (or more) images in considerably less time than it would take using either a flatbed or traditional film scanner. Coupled with the fact that we have now have to spend much less time colour correcting and retouching, it has significantly increased our efficiency, as well as greatly improving the integrity of Magnum's digital images. This is so important, because Magnum's clients rely totally upon the quality of the images they receive.





Gueorgui Pinkhassov 1996, The new metro.

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About Magnum Photos

Two years after the Second World War ended, Magnum Photos was founded. The world's most prestigious photographic agency was formed by four photographers - Robert Capa, Henri Cartier-Bresson, George Rodger, and David "Chim" Seymour - They created Magnum in 1947 to reflect their independent natures as people and photographers, the idiosyncratic mix of reporter and artist that continues to define Magnum, emphasising not only what is seen but also the way one sees it.

The Magnum Photos library can be found on the Web at www.magnumphotos.com and reflects all aspects of life throughout the world and the unparalleled sense of vision, imagination and brilliance of the greatest collective of documentary photographers.

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About Imacon

Imacon is an industry-leading developer and manufacturer of professional imaging products, including a range of digital camera backs and film scanners. Our innovative designs include many patented technologies that ensure maximum quality, ease of use and operating efficiency. Imacon's products continue the rich Scandinavian traditions of straightforward engineering and clean design, based on the beliefs that form follows function and the beauty of simplicity is indisputable.