



elpicl  
**clarolayout**

## Automatic image enhancement without leaving InDesign®

Print & publishing professionals working with Adobe® InDesign® workflows often require highest image quality for their publications. Many leading companies in this field already **rely on Elpicl Claro technology to automatically handle the huge amount of images** they have to deal with each day.

Organizations without the need for impressive server-based image processing look for a **smaller scale yet equally professional solution**. Others put image improvement in the hands of their layout team. They prefer them to make flexible 'last minute' decisions regarding image enhancement.

Layout and design professionals now can **increase the quality of their documents with the leading technology** in automatic image analysis and enhancement, while **staying in the trusted InDesign® environment** for operator comfort. They also enjoy an **easy upgrade path** to stand alone or server based versions.

Claro technology, based on Claro Individual Image Analysis, **automatically and individually analyzes images** of varying type and quality. The Claro Layout plug-in does this **for each image inside Adobe® InDesign®** for such parameters as sharpness, brightness, contrast, color balance, saturation, natural greens, skin tones, Exif information and much more. Claro then **individually enhances the JPG, TIFF, BMP, (Photoshop®) EPS, or DCS-RAW images** for consistently high-quality results based on their particular requirements.

Claro Layout offers automatic enhancement, resampling and color conversion of images using **professional ICC color conversions** and profile assignment/embedding. It also makes local contrast enhancements that respect overall image brightness.

**Installation is very fast and simple.**

Maximize the power of Elpicl Claro technology from within Adobe® InDesign® with Claro Layout to boost image quality and productivity.

### 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



Press & Publishing

System integrator &  
Software developers

Photo processing  
for web & print

Printing & Copying

## 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, DCS-RAW, Photoshop EPS, BMP, etc.)
- File output support for TIFF, JPEG, EPS, PSD (including original layers, compatibility layer and processed layer)
- Multi-platform availability
- Integrated operation inside Adobe® InDesign® workflows

### 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

### 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
- Add processing data in the XMP data of the processed file

### Workflow

- Seamlessly integrates into Adobe® InDesign® workflows
- Embed processing information into XMP
- Direct browsing to system profile folder (i.e. ColorSync folder on Mac)



## 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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