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Reproducing Images

Color matching is a common problem that arises when printing out digital files. Today, the physical equivalent of an image data file does not exist, unless the file is printed. Different devices, such as cameras, monitors, and printers, speak different 'color languages,' because color spaces are device-dependent. An image that looks perfect on screen may look very disappointing when printed. The publishing team at Quintessence encounter these problems every day, especially when editing images for the *European Journal of Esthetic Dentistry*, where the expectations of our readership have been set at a very high level.

Digital images must be edited before printing. The question is: who should perform this editing? We recommend that the author sends all image files unedited to the publisher. Editing an image without the proper knowledge often leads to a severe loss of image information that cannot be recovered. Quintessence has experts capable of high-quality image editing. If the publisher is given additional information such

as gray card shots or images including a color checker, this makes the editing even easier (Fig 1).

Please help us make the *European Journal of Esthetic Dentistry* even better in the future. If you need any additional information on the use of gray cards, just send us an email at devigus@dentist.ch.



Fig 1 A color reference included in the image (gray card, color checker) allows the production experts to find the ideal color match. (From Bengel W, Devigus A. Preparing Images for Publication: Part 2. *Eur J Esthet Dent* 2006;2:112–127).