

nucleus imaging inc./brochure



nucleus imaging inc / 36 e. 30th street, new york , ny 10016 / (212) 213-4455 / www.nucleusimaging.com

the nucleus vision

At Nucleus, senior level creative directors, print producers and photographers from the publishing, fashion, beauty and advertising industries work directly with the Nucleus pre-media team to create and post-process images. This partnering goes far beyond the traditional limits of the service shop. Amidst the explosive growth of the digital imaging industry, Nucleus' close relationship with clients has enabled it to focus on providing an end-to-end media asset management solution tailored to each client's creative needs. This is the force driving Nucleus' expansion of services for both traditional and new media clients.

The Nucleus team can capture images, post-process them, archive them, manage them and distribute them worldwide. With just a few clicks, clients can have exclusive access to their images from a secure server.

nucleus delivers

What differentiates Nucleus in the digital imaging market is its focus on the high-end customer with special needs. Part of this client-driven approach is to build custom solutions, fostered by the direct relationship between the creative teams of both the client and Nucleus.

Nucleus provides clients with a complete premedia solution from its locations in New York and London. Trained professionals help move the work through three phases:

communication and project management - A project begins with a consultation with an agency or photographer about how to best shoot a campaign and process it to take it through the digital channel. The photographer, art director or client representative can sit with digital artists and direct changes in real time, reducing turnaround time to an absolute minimum.

image processing - Image creation and post processing are integrated with precision color management services to produce images without loss of resolution or color integrity through every step of the process.

image management - Files are stored and transmitted efficiently via our secure FTP site, over high-speed digital lines or on digital media. All images are archived on the Nucleus servers.

While others in the industry have taken a mass-market or service bureau approach in response to increasing competitive pressure, Nucleus embraces technology selectively - not for its own sake but for where it can take a client's creative vision. Systems and technologies are constantly reviewed to ensure Nucleus can deliver images with the highest possible quality and speed.

nucleus price list

scanning

linotype hell 3900 /
drum scans

positive or negative film
reflective art up to 19"
specify RGB or CMYK

file size	scan to disk
1-40 mb	\$125
41-80 mb	\$150
80+ mb	\$175

creo-scitex everSMART
supreme / flatbed scans

for layout and the web
reflective art up to 8.5" x 14"
film up to 8" x 10"
price to be determined by job
\$50 minimum

retouching & production

all system work and creative service by quotation only

workstations

macintosh

retouching

\$300 per hour

layout & design

\$150 per hour

continuous tone output

csi fire 1000

transparency or b/w neg output
all files printed at res50 (1270 dpi)

	1st	add'l
4x5.....	\$150.....	\$100
8x10	\$350.....	\$200

fujix pg4000

continuous tone photographic quality prints
from raster and postscript files
RGB or CMYK

	1st	add'l
10x12.....	\$40.....	\$25
12x18.....	\$65.....	\$40

nucleus / price list

prepress

contract proofs/ fuji finalproof	6x9	\$150
	9x12	\$240
	12x18	\$360
	18x25	\$540

insertions to U.S. and international publications
call for a quotation
quark / indesign / pdf / pdf-1x / tiff-it formats

media and archiving

CD & DVD ROM Burns	files burned and verified	
		per disk
	CD ROM	\$125
	DVD ROM	\$250

FTP file transfer available on request

data transfer & conversion all jobs are stored in our digital library
files available upon request
retrieval rate: \$150 per hour of system time

file formats accepted quark / indesign / illustrator / freehand / all photoshop
formats

media Zip 100mb / 250mb
Jaz 1gb / 2gb
CD ROM
DVD ROM

nucleus / selected client list

fashion

Armani
BCBG
Dolce & Gabbana
Calvin Klein
Donna Karan
Tommy Hilfiger
The Gap
The Limited
Alexander McQueen
Nike

cosmetics

Elizabeth Arden
Clarins
Clinique
Lancôme
L'Oreál
Estée Lauder
M·A·C
Pantene
Revlon

advertising

Bozell Worldwide
Grey Worldwide
J. Walter Thompson
Lowe Lintas
MVBMS
Publicis
TBWA/Chiat Day
Saatchi
Young & Rubicam

publishing

Condé Nast
Fairchild
Hachette Filipacchi
Hearst
Time Warner

photographers

Richard Avedon
Regan Cameron
Patrick Demarchelier
Nathaniel Goldberg
Annie Leibovitz
Steven Meisel
Albert Watson

corporate

Citigroup
General Motors
IBM
Intel
Seagrams
Volvo
Xerox

entertainment

20th Century Fox
Def Jam
HBO
Miramax
MTV
Sony Music

nucleus / selected press

2002 - Photo District News - June - Studio Profile

[Tribute in Light cover for the NY Times Magazine, September 23, 2001]

The image was conceived by Manhattan-based artists Julian LaVerdiere and Paul Myoda with Times photographer Fred Conrad.... Nucleus digitally dodged and burned the photo to create the image and illustrated the reflection of the lights in the New York Harbor in the foreground.'There was a lot of finessing.'...the image ended up being a model for the actual art installation that marked the tragedy's six-month anniversary.

1998 - American Photo - June - 100 Most Influential People in Photography

Jon Rosen's three-year-old Manhattan-based company, Nucleus Imaging, has evolved into photography's ultra-discreet fix-it lab of choice. "People come here because they want to do things they can't do [in the studio]," he says "it goes to extremes where we create people from scratch with body parts and heads and eyes and assemble them to make new pictures." So the question is: is Rosen the ultimate artisan, or an artist in his own right?

1997 - The New York Times, June 19 - Amy M. Spindler

In a feat that has become legendary in the industry, Nucleus Imaging, a leading digital retouching company in New York, took Karl Lagerfeld's photos of Princess Caroline of Monaco and made a cover for Harper's Bazaar by grafting skin from one frame, hair from another, the face from yet another, and the body from another. "Ultimately, digital imaging is another gadget in the photographer's camera bag," says Jon Rosen, the owner of Nucleus Imaging. "Photography was always filled with illusions."

1996 - Pix Magazine, December- Holly Stuart Hughes

To showcase Giorgio Armani's line of fall sweaters for men and women [John] Leguizamo posed as seven different models wearing seven different sweaters. And he did it all in one picture. The compositing was done by Jon Rosen of Nucleus Imaging in Manhattan, while Trachtenberg watched over his shoulder. Apparently, the gag worked. Says Trachtenberg, "I have friends who turned to the fashion pages, saw the photo and said, "That's nice." But by the time they turned to the Food section, they said, "Waaaaaaait a minute..."