



# PHOTO EDITING

FOR THE PERFECT WALL PRINT

Share your adventures. Transform your wall.

# THIS IS WHY

You like to click with your subject,  
Your camera snapping up what you want to remember,  
Turning moments into timeless images  
To share with family and friends.  
You breath photography,  
Just like us.

We choose to discover, when others choose the beaten path.  
We capture life with our camera and hold it close.  
We shoot real photos to share with real people.  
Photos that show who we are and what we love.

That's why likes and shares are not enough.  
That's why photos don't belong in our computers,  
But in our lives.  
And that is why we created Xpozer.

The magic happens when a digital image is printed.  
Like Pinocchio becomes a real boy by the touch of a fairy,  
That's when your photo's story comes to life, becomes real.

Real photos belong on the wall,  
Where their energy inspires us every day.  
Big and visable,  
In our homes and in our lives.

Experiencen your photos anew.  
Not just big, but in an over-sized, super-huge way.

We are Xpozer and we believe in real photos,  
the bigger the better.

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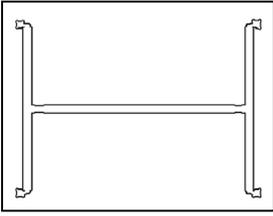
# Introduction

Every one of your photos captures a unique experience with its own story. Of course, you want to bring these stories to life in a perfect photo print. With Xpozer you can display your stories on the wall so that family and friends can also share in the experience. In this practical book, we explain how you can expertly edit each photo and transform your best shots into stunning wall prints. Soon you will be able to take your family and friends along on the unique journey of your latest photo story.



## ◆ About us

At Xpozer, enlarging photos is our passion. We know that you take more than one beautiful picture. That's why Xpozer gives you the opportunity to display all your photos. With the revolutionary Xpozer photo frame, you can use display an endless number of new photo prints using the same reusable frame. This makes changing photos not only fun but affordable too.



# Why this book?

Having optimized thousands of photos, we are experts in photo enlargement. We know the specific requirements that a beautiful photo should meet and how to prepare a photo for perfect enlargement. We want to share our knowledge so that you too can get the most out of your photos. Soon, your beautifully displayed photo enlargement will allow you – just like us – to share the passion behind your photo stories with family and friends.

**Happy editing!**



Xpozer customer interiors



# SECTION I

## Before you start editing

Your memory card is filled to bursting with breathtaking images of landscapes, beautiful animals, lovely portraits and fascinating cultures. Each photo is better than the one before – and you can make them even more exceptional by editing them in Photoshop or Lightroom. Before you begin, here are a few tips that will help ensure that your images are edited flawlessly and that your photo enlargement will be perfect.

# 1. Calibrate your monitor

Before you start editing your photo it is important to calibrate your monitor. An image on your screen can actually look very different when it is printed. This is partly because digital screens produce light and are often set too bright. By calibrating your monitor in advance you prevent large color deviations between the image you see on your screen and the printed photo.



## 1. What you should take into account

The colors you see on your screen can vary from one moment to the next. You need to take into account the amount of ambient light in the room, color warmth, vision deviations and even your emotional state at the time. Once you have calibrated your monitor you know for certain that the colors of your photo will match those on your screen. Ambient light plays a role in determining how you perceive colors. So make sure your monitor is not too close to places where the light varies greatly throughout the course of the day.

## 2. Simple software

Today, all kinds of simple software programs are available that allow you to calibrate your screen easily and professionally – ColorMunki Photo and Spyder 3 Express, for example. Spyder 3 Express is less expensive than ColorMunki, but it is fine for calibrating your monitor. ColorMunki, on the other hand, is better if you want to print your photo (or have it printed).



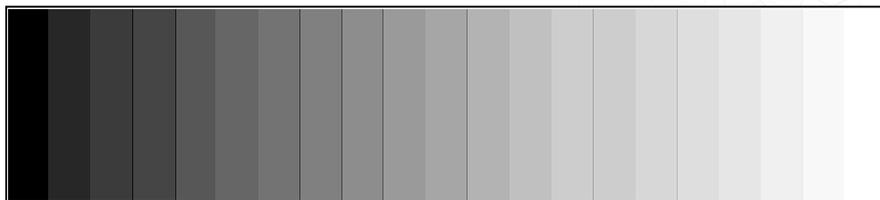
It is important to let your monitor warm up for 10 to 15 minutes before you start calibrating it. You can then start your calibration software and proceed to make the necessary settings choices. First you need to set the screen contrast. PCs and Macs are set to a standard gamma value of 2.2. This is fine and you do not need to change it. There are more choices involved where color temperature is concerned.

It's often said that you should calibrate at D50 (5000K) for prepress and preferably at D65 (6500K) for measuring colors. D50 actually makes your screen look slightly more yellowish than necessary. You can best work with a brightness level of 100-150 cd/m<sup>2</sup>. However, this depends on the ambient light. Note that it's better if your screen is slightly too dark rather than too bright. Most screens are actually set too bright.

To measure the colors, place the colorimeter on the spot indicated by the software. After a few minutes a screen profile will be generated and saved on your computer. Simple!

### 3. Manual calibration/spectrometer

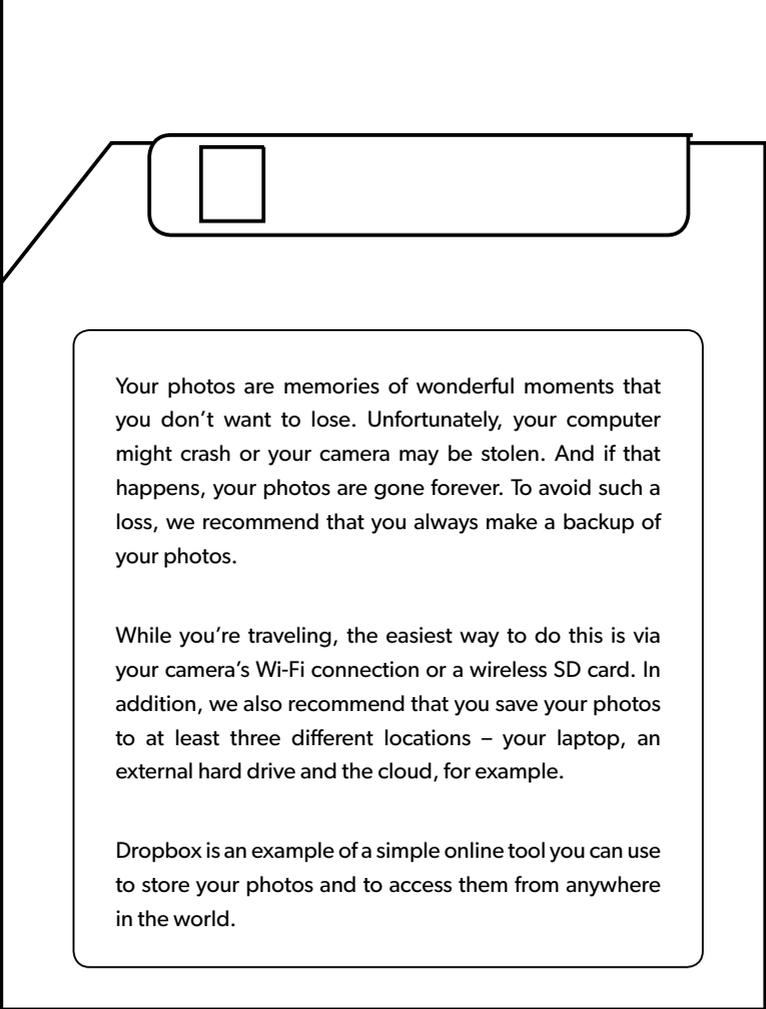
Instead of using software, you can also calibrate your screen manually using a spectrometer. The result is, however, far less accurate and professional than if you use software. We therefore recommend that you use calibration software such as ColorMunki. If you prefer not to use calibration software, follow the steps below to calibrate your screen manually.



The image above shows a strip with a gradient that consists of 21 color segments. It is important that you can clearly see on your screen the transition between each color segment. If you cannot clearly see the transition to the white segment, the brightness level of your screen is too high. Your screen is too dark if you cannot see the transition to the black segment. You can change this in the screen settings of your computer. When you can clearly see each color segment you know that your screen is calibrated correctly. The colors on your screen will therefore match the colors of your actual print.

At Xpozer, we always work with calibrated screens and printers so you can rest assured that the colors of your image will match your actual photo print.

## 2. Save and back up your photos



Your photos are memories of wonderful moments that you don't want to lose. Unfortunately, your computer might crash or your camera may be stolen. And if that happens, your photos are gone forever. To avoid such a loss, we recommend that you always make a backup of your photos.

While you're traveling, the easiest way to do this is via your camera's Wi-Fi connection or a wireless SD card. In addition, we also recommend that you save your photos to at least three different locations – your laptop, an external hard drive and the cloud, for example.

Dropbox is an example of a simple online tool you can use to store your photos and to access them from anywhere in the world.

### 3. Select your favorites

Since the arrival of the digital camera, people are taking more photos than ever before. Having so photos means that it is vitally important to keep them well organized so that you can find your favorites easily. You might, for example, store them by year and create a separate folder for each individual event.

Before deciding exactly which photo you want to enlarge, you should first make a selection of your favorites. If you find “photo fails” among your shots (photos that you will never choose to print for whatever reason), we advise you to delete them immediately. This will prevent your folders from becoming so cluttered with poor images that you cannot find the best shots.

Even after deleting any failed photos you will undoubtedly still have hundreds of photos left. You can easily make a selection from these in Lightroom or other similar organizing/editing software. First, import all your photos into the software – don’t forget to include the photos on your camera. Create a catalog of all your photos and then award them one by one a rating of 0 to 5 stars. This will probably not be your final selection but it’s an easy way to start deciding which photos are good enough to continuing working on.

Selecting your best photo can be very difficult. With Xpozer you don’t have to choose: you can easily switch one photo for another. Use the Xchange frame to regularly display a new photo print. Easy and affordable!



Photo: Martin Hogeboom



## **Gustav Kiburg**

*"You spend a lot of money on equipment and of course you want to display your photo in the best possible way on high-quality material.*

*That's why I am an Xpozer ambassador. It's a product that really does justice to the sharpness, lighting and colors of my photos."*

**Make RAW  
not WAR**

# SECTION II

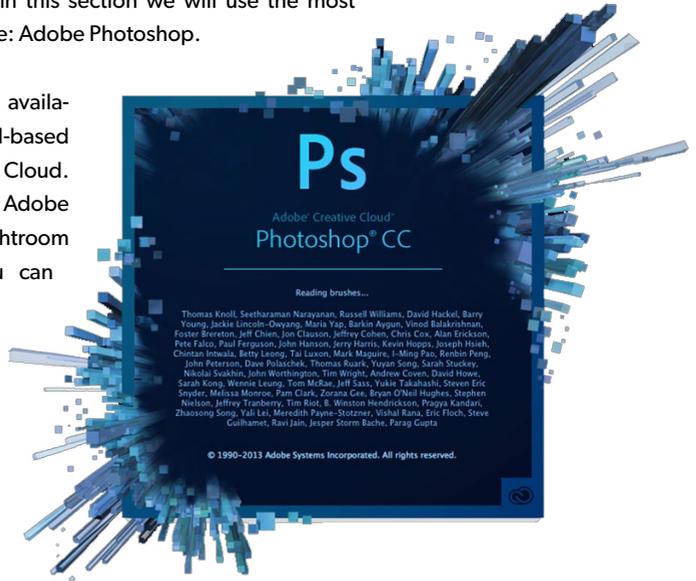
## Optimization and editing

Our passion for photography and producing the ultimate photo enlargements led to the development of Xpozer. But you can only create the ultimate enlargement if the photo you use is already fantastic. Optimization and editing play a significant role in this - for everyone's photos, including yours!

# 1. Software

ou can choose from a number of different software programs to edit your photos. Each program has special functions and filters you can apply when editing. The choice of software is personal; each program has its own advantages. For the sake of convenience, in this section we will use the most popular program as an example: Adobe Photoshop.

Photoshop is currently available through Adobe's cloud-based subscription service Creative Cloud. You can pay a monthly fee for Adobe Photoshop CC and Adobe Lightroom CC. Before subscribing, you can download a free trial version of the software and try out the editing options.



## RAW file

If you're planning to edit your photos, we recommend that you configure your camera so that your photos are saved as RAW files. This file format ensures that the color data of your photos is always available and that you can make modifications to your edits later on.

Photoshop opens RAW files in a popup window called Camera RAW. The popup offers you specific options that are useful when optimizing photos. When you open your RAW photo in the Camera RAW popup, Photoshop immediately generates an .xmp file. This file contains all the edits you made in Camera RAW. The next time you open your RAW file, all these edits are loaded automatically. It is very useful if you want to modify a photo edit at a later time.

Are you a fan of the tools Camera RAW offers? You can access them in this window via the Photoshop menu bar > Filter > Camera RAW Filter.

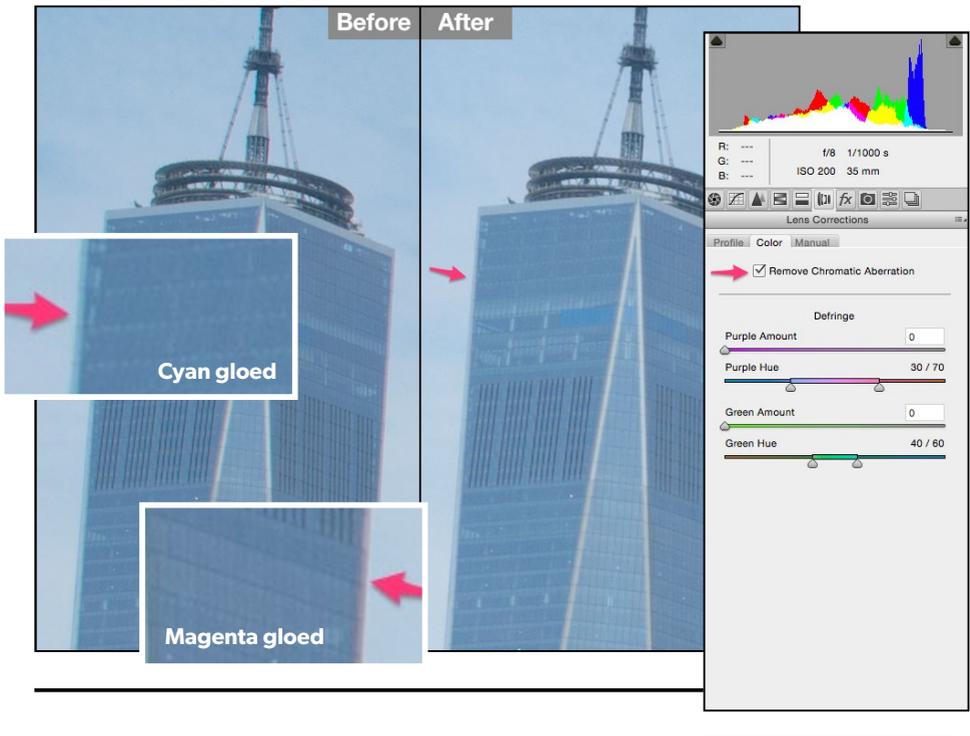
## 2. Lens correction

It's important to invest in a good lens.  
However, no lens is perfect. Thankfully, you can correct many lens flaws  
with good editing.

### Common flaws include:

#### Chromatic Aberration:

A green or magenta fringe along the edges of images with a light background, often along the branches of trees or the sides of buildings against



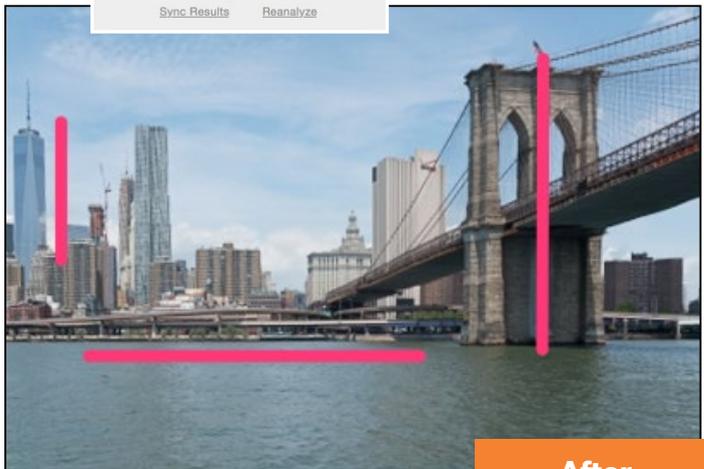
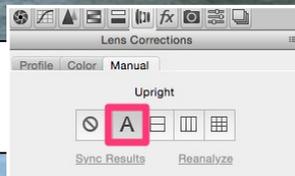
You may not see lens flaws straightaway on your computer screen, but when you enlarge your photo any lens flaws will also be magnified. So fix them now!

## Common flaws include:

### Distortion:

For example, barrel distortion that can cause straight lines to bow outwards, or perspective distortion that can make buildings appear to be tilted backwards.

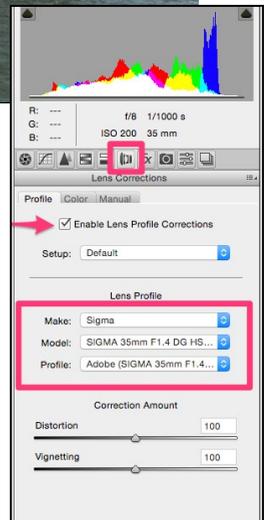
Before



After

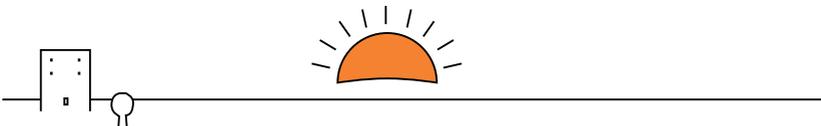


Thankfully, you can usually correct most flaws with a lens profile. There are databases of lens profiles available so that you can start correcting your lens flaws immediately. We recommend that you correct any lens flaws before you edit your photo because the image composition can change slightly once the distortion has been corrected.



### Horizon straight?

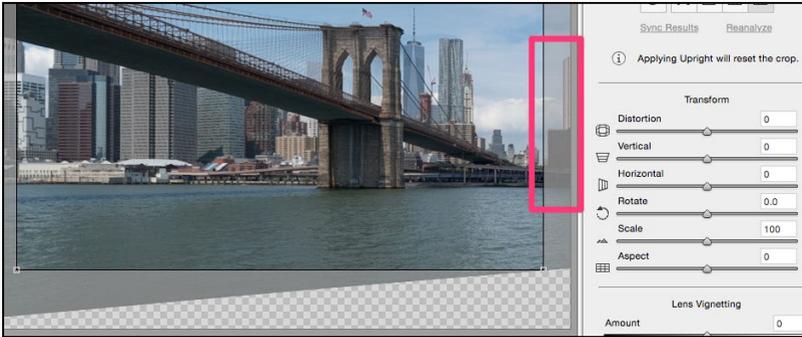
Check that your horizon is straight. If the horizon is not straight, when you display your enlargement the effect will be unsettling, as if the photo is hanging crooked. Of course, you can easily prevent this by using the Lens Correction Tool in Photoshop. Simply draw a line across the slanting horizon on your image and Photoshop will immediately straighten the horizon. Tip: Lightroom has an option for automatically correcting the horizon. You can also automatically correct perspective distortion. Even your buildings will become straight!



## Cropping

It may happen that the aspect ratio of your photo is not in alignment with the size of the print that you ultimately want to hang on your wall, or you may only want to display part of the photo or cut out a section. Composition is often an underestimated editing element but it can make your enlargement even more striking.

Zoom in on your photo or cut out objects that 'distract' attention from the subject. By removing such objects the visual effect of your photo will be much calmer.



A lens is always sharpest at the center of the image and less sharp at the edges, even if you have brought the subject of your photo into perfect focus. For this reason, it can sometimes be best to crop the less defined edges.

**Important:** Cropping a section of your photo may reduce its quality. Take this into account if you want to enlarge the photo.





**MAKE**  
PHOTOGRAPHY  
**WALLSOME**

### 3. View photos at 100%

Once you are happy with the composition of your photos, it is important to view your image at 100% size. This will give you a good idea of how sharp the image is and enable you to easily check if there were any spots (like dust) on the lens that will appear in your photo. When assessing sharpness, it's best to start with the subject.

Is the subject actually in focus and sharper than the background? Your camera sensor has multiple focus points and therefore one point is selected automatically. This means that it could be the case that your camera sees a blinking object next to your subject and focuses on it automatically. We therefore recommend that you choose your focus point yourself.

Spots on your photo? In the next step we explain how to remove them.

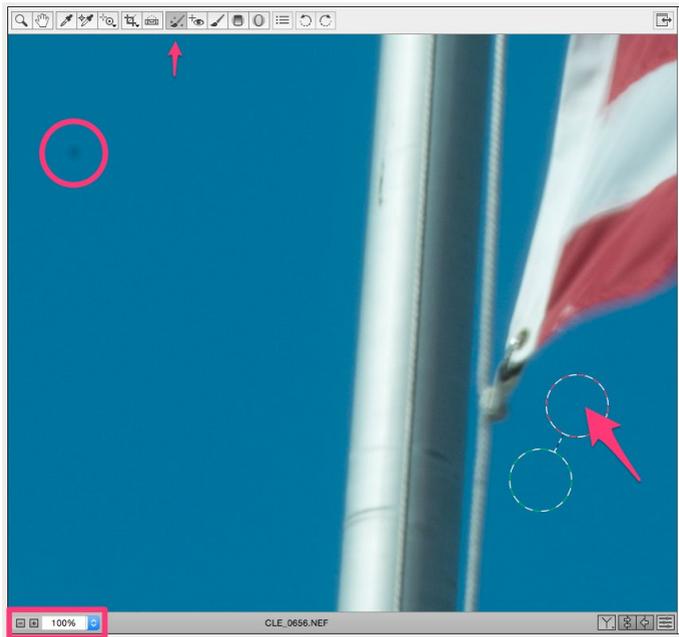
Photo: Albert Dros



## 4. Remove spots

Your photo may have spots on it caused by dust on the lens. Of course you don't want these 'flaws' to spoil your photo. Luckily, you can get rid of such spots easily so that they no longer draw attention.

When removing spots, we recommend that you start scanning for spots from the upper left and move down to the lower right. Spots are usually most visible against a blue sky but they can also be seen against other backgrounds. Photoshop has a handy tool for the immediate removal of spots: the Spot Healing Brush. This tool clones a similar area in your photo and seamlessly blends the sample with the target area and corrects the lighting. The spots are usually removed so well that you cannot detect a single trace of them.



Spots are much more highly visible on an enlargement than on your computer screen. This step is therefore crucial to creating a beautiful photo enlargement!

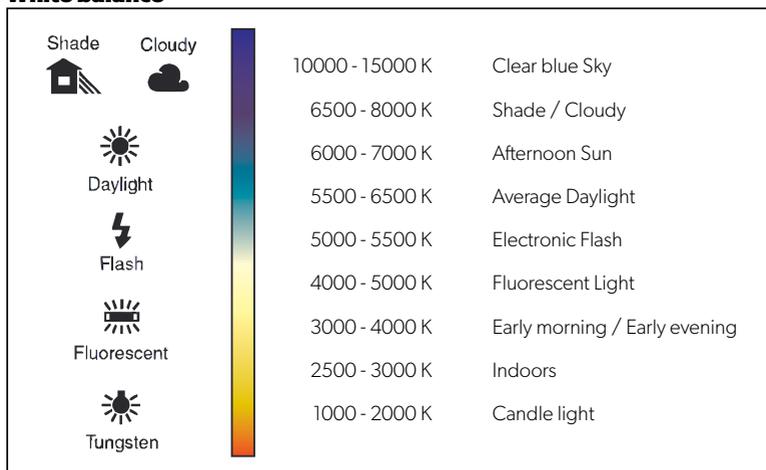
## 5. White balance

Naturally, you want your photo to accurately depict the place where you took it, with beautiful green grass and the right skin tones. However, you may find that the colors of your photo don't look quite as they should. One reason for this could be that you didn't use the correct white balance settings when taking the photo. Don't panic! You can still easily correct the colors.

You need light to take a photo. While your eyes automatically adjust and perceive the color of light as neutral, your camera sensor is unable to do so. Every light source has its own color temperature which is often displayed as a temperature in Kelvin (K). The higher the color temperature, the bluer the light. The lower the color temperature, the yellower or redder the light. For example, daylight (5600K) has a higher color temperature than a light bulb (2800K). Using white balance you can neutralize the colors in your photo and bring them back into balance so that the photo is no longer too yellow (warm) or too blue (cold).

The white balance determines how accurately the colors in your photo depict the true colors. Most cameras allow you to choose different white balance settings so that colors won't be too cold or too warm. You can choose from the following white balance settings: auto, cloudy, daylight, shade, flash, tungsten and fluorescent. These settings tell your camera whether or not color correction is needed. A good way to master white balance is to photograph a subject using different white balance settings. If you take photographs in RAW, you can select and adjust the white balance during editing. This is very useful because when you're taking photos you don't need to worry about the white balance – you can adjust it during editing.

### White balance



# You can correct the white balance in two ways.

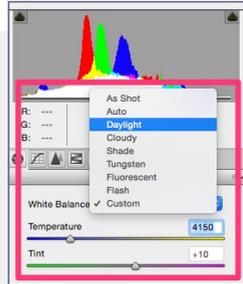
Temperature sliders

or

Gray card

## Temperature sliders

Here you can slide the temperature and tint up or down and see the difference immediately. You can also select a preset like Daylight, Cloudy, etc.



## Gray value

If you want to work more accurately, you can also indicate on your photo what you want to be gray (the gray color probably isn't perfectly gray to begin with). Based on this, Photoshop can identify temperature/tint deviations and implement the correction across the entire color gamut. Given that it can often be difficult to indicate something on the photo, there are special gray cards that you can place in your photo. With the card, you know what color gray should be and after selecting it you can correct the entire photo with one click. The best method is to produce your first photo using the gray card and the rest without. You can use the correction of your first photo for your second photo. In this way, you can avoid having a gray card visible in your photo



## Tip!

You can also use the white balance to add more warmth to your photo. It will look sunnier, for example, but the choice is entirely personal.

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## 6. Exposure

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Now that your colors are in balance, you can add more depth to your photo, if you like. A small boost will be especially effective in an enlargement of your photo. It's best to assess exposure on a calibrated monitor and sometimes it can be handy to use some additional tools:

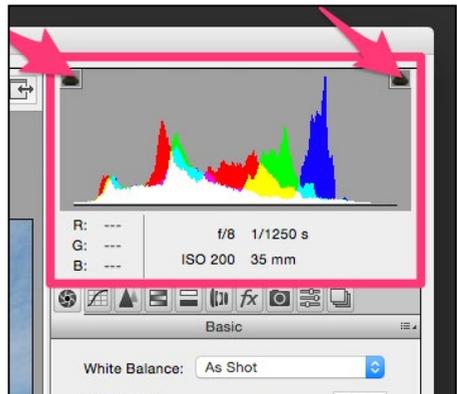
### Read your histogram:

A good starting point when assessing exposure is to read your histogram. A histogram is a graph that shows the pixel count of your photo from black (left) to white (right). A dark photo therefore has more pixels (peaks in the graph) on the left side of the histogram and a light photo has more pixels on the right side.

### Clipping:

It may happen that image information is lost, a phenomenon known as clipping. Clipping occurs, for instance, when a shadow is 100% black and detail is thus lost. In this case, you have reached the limit of the range. You can solve this by making the shadow lighter and then checking if the detail has become visible. The reverse applies to highlights: you need to set these slightly darker, for example when clouds in the sky are 100% white. Fortunately, you can easily detect clipping in your photo by turning on the warning indicators. You can see the indicators in the upper corners of your histogram in Camera RAW. 100% black is depicted as blue and 100% white as red. Generally speaking, it's best to avoid full zones but small sections with clipping are usually no problem.

Is your photo as a whole too dark or too light? You can adjust the brightness in stops with the 'Exposure' option in the same way as with the 'Exposure Compensation' option on your camera. After this, you can increase or lower the brightness. The entire spectrum from 100% black to 100% white is divided into zones: black tints, shadows, highlights and white tints. For example, if you have a shadow section that contains virtually no detail, you can make the section slightly lighter.



You can also check if the 'Auto' function produces the desired result. This is usually too light because Photoshop brings everything back to an average gray value. You can then choose to slide some of the zones back to the darker side.



If you would like more detailed control over the brightness of your photo, you can adjust it using 'Curves'. With Curves adjustments you can create highly nuanced adjustments in your photo's exposure. If you drag the diagonal line slightly upwards as shown in the image below, you ensure that the black areas remain truly black and the white areas white. This produces a more beautiful result than if you adjust the exposure as a whole.



## Tip!

Make your photo slightly lighter. On your screen, your photo always looks somewhat lighter than when printed because the pixels in your screen are lit.

**Cut the  
CROP!**

# 7. Contrast

By increasing the contrast, you can add power to your photo, making it really pop on your wall. You can use various techniques to increase the contrast. Below, we explain some of the techniques we use to optimize photos. Play around with the different options and see what technique works best for your specific image. Higher contrast ensures that your photo enlargement will have a powerful effect when displayed.

## Curves

You can find this option in the second tab in the Camera RAW editor and then in the second tab 'Point' in the 'Curves' menu. You can adjust the intensity per exposure. The default setting displays a straight diagonal line running from the lower left corner to the upper right corner. By turning this line into an 'S' curve, you increase the contrast of your photo. You can form an 'S' curve by creating a point at the center of the line (position: 128,128).

By clicking higher up to the right, you can add another point and then raise the curve. When you do this, you will see that the lower part of the curve falls. Play around with the curve until you get the desired effect. The advantage of this technique is that the shadows and highlights are not adjusted and details are not lost. The opposite often happens when you use the 'Contrast' slider in Photoshop. Your colors are also boosted when you increase the contrast using the Curves option. In many instances this results in a beautiful effect. If you don't want this result, use the 'Unsharp Mask' option to increase the contrast without modifying your colors.



### In brief:

- Shadows and highlights are retained
- Colors are boosted

## Dehaze

This is a function that Adobe introduced into the Camera RAW editor and Lightroom. Other photo editing software already contained an equivalent function. You can find the Dehaze function in Camera RAW in the seventh tab 'FX'. Dehaze uses a combination of effects to remove haziness from your photo so that the contrast is increased. The Dehaze function works especially well when, for example, you did not use a sunshade lens hood or it was misty when you took the photo. If your photo has no haziness, you can still use this function to increase the contrast and intensity of your photo and to boost the colors. You can also use the Dehaze function creatively to add haziness to your photo, for example by producing mist in a mysterious landscape.

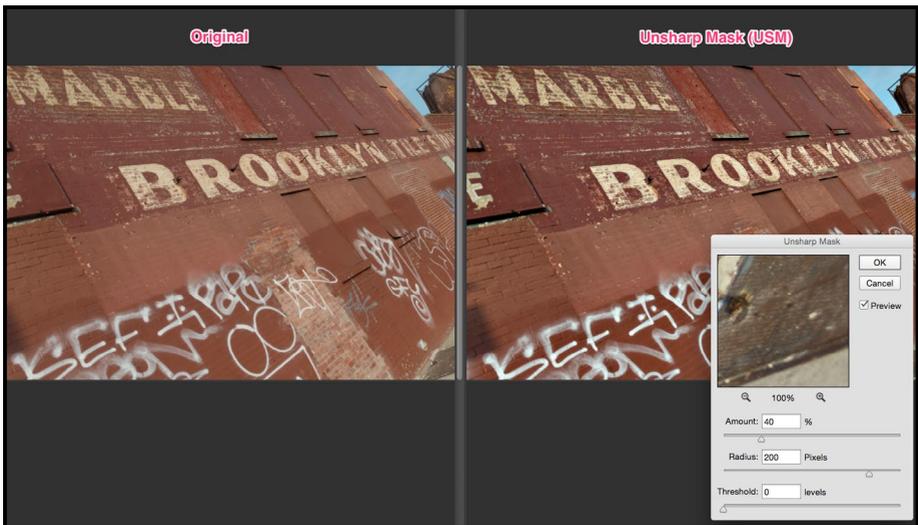


### In brief:

- Remove haziness/mist from your photo (or add it, if you choose)
- Boost both contrast and colors
- Excessive use may result in black clipping

## Unsharp Mask

This function is not in the Camera RAW editor but you can find it in Photoshop under the Filter menu > Sharpen > Unsharp Mask. If you are working with a RAW file, you must first open your file via the Camera RAW editor so that you can then apply a filter via Photoshop. The Unsharp Mask filter has three settings: Amount, Radius and Threshold. For the Radius select a high value (e.g. 200 pixels), set the Threshold at 0 levels and the Amount at a lower value (e.g. 10-50%). Play around with these values until you create the desired effect and view the adjustments immediately by leaving 'Preview' on. The advantage of Unsharp Mask is that it does not affect your colors. Note that using a strong Unsharp Mask will add a glow around objects because the filter emphasizes dark objects.



### In brief:

- Access via the Photoshop 'Filter' option and not via the Camera RAW editor
- Has no effect on colors
- Emphasizes large dark objects adding a glow to their edges (halo effect)

## 8. Colors

Often, a lovely effect can be created by boosting the colors slightly. For instance, you can make the sky a bit bluer and the grass a touch greener. If you increase the contrast using the Curves or Dehaze functions you will see that your colors are more intense. This may be enough but there could still be room to boost the intensity slightly.

You can boost colors with the 'Saturation' slider. However the disadvantage with this method is that all color intensity across the entire color spectrum is affected, boosting or decreasing every color equally. This often makes skin tones look unnatural while other details still need more saturation. It means that your photo may quickly become unrealistic and acquire a radioactive,



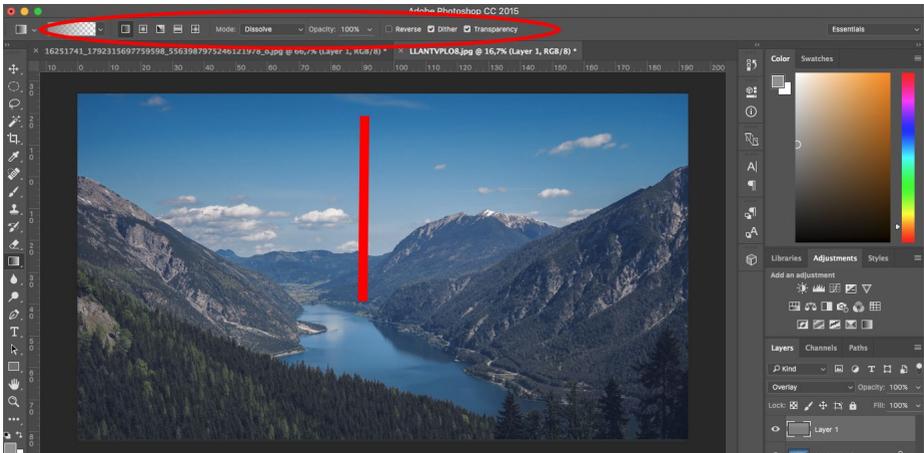
The solution is the 'Vibrance' option. With this option, only colors that are not too saturated are boosted. We recommend this option and in many cases it will produce the extra intensity and warmth you want without affecting the realism.



Thanks to high-quality material and carefully calibrated equipment, Xpozer does complete justice to your original photo. Blue skies are truly blue and skin tones look as natural as in real life.

## 9. Gradient filter

The sky is overexposed in many photos of landscapes because the difference in contrast between the foreground and the sky is too great. If you want to return more detail and color to your skies you can best work with a gray gradient lens filter. If you did not do so when taking the photo, you can adjust this somewhat in Photoshop. First add a new layer to the photo (Shift+Ctrl+N) and select 'Overlay' and then 'OK'. Then select the Gradient Tool followed by the gradient 'Foreground to Transparent'. After this, drag the cursor downwards from the place where the gray gradient blurs to the place where the image should remain as it is.



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## 10. Sharpen and remove noise

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Once your photo looks exactly as you want it to, you can sharpen it. Sharpening is often a neglected and unappreciated element of editing but it is essential if you want to enlarge your photo. If you are working with RAW files, sharpening is actually a requirement. This is because you will see the detail of the images much larger on a print. Your camera automatically performs standard sharpening on JPG files.

You always sharpen photos after scaling. You can sharpen your photo in Camera RAW or via the Photoshop filters 'Sharpen', 'Unsharp Mask' or 'Smart Sharpen'. When sharpening your photo it is hugely important that you view the photo at 100%. If you sharpen the image too much, you may create unnecessary noise.

Since noise and sharpening are closely related, you can also use the Camera RAW Filter to remove noise. Noise is highly visible in a photo enlargement and it can be a distracting factor. Noise is especially common in landscape photos or in photos where the ISO value was quite high. We recommend that you remove color noise from photos with a high ISO value so that color differences are eliminated in areas in which noise is present.



The benefits of sharpening will be clearly reflected in your Xpozer photo print. Your print will be razor sharp

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# 11. Save and print

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After editing your image, we recommend saving it as a JPG file for printing using an AdobeRGB (preferred) or sRGB color profile and the original/maximum resolution. Most printing services accept JPG and TIFF files. In theory, a TIFF file can save more information than a JPG file because it has a higher number of bits and no compression. However, for the vast majority of prints, there will be no visible difference between a photo printed from TIFF or a JPG file. A JPG file is good quality and relatively small, which makes uploading time faster.



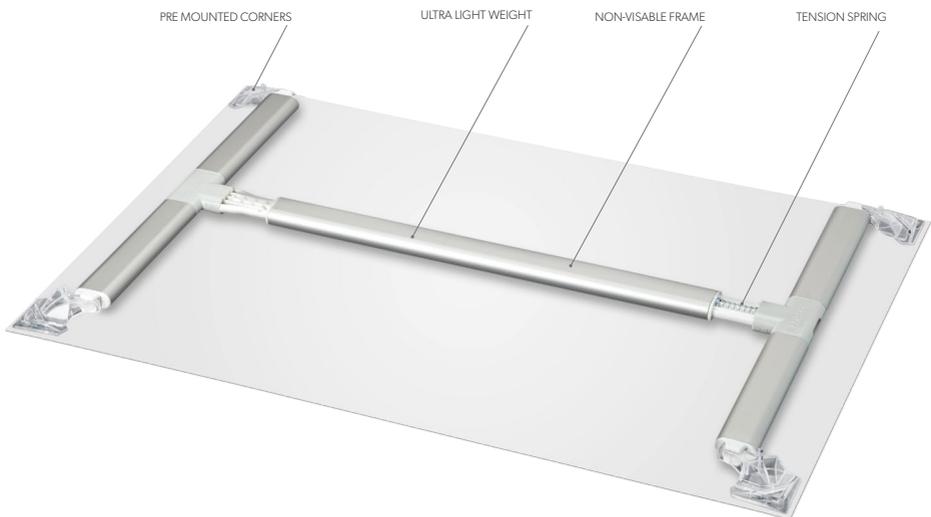
# The Xpozer system

Discover the advantages of the Xpozer Photo Print and Xchange Frame.

## Xpozer Photo Print



## Xpozer Xchange Frame





## **Albert Dros**

*"As a product, Xpozer suits me. The prints are high quality and sometimes appear to be almost alive. That is exactly what I try to achieve with my photos."*

# ENDLESS POSSIBILITIES WITH XPOZER

- OFFICE DECORATION
- CONFERENCES AND EVENTS
- PHOTO EXHIBITS AND EXPOSITIONS
- PROFESSIONAL PHOTOGRAPHERS
- RETAIL OR POS DISPLAY

Xpozer is perfect for these applications due to the compact size during transport, the large format prints and the simplicity and versatility of the Forever Frame.



# SECTION III

## Step-by-step photo enlargement

Now that you've edited your image perfectly, it's time for the real work: the photo print! Follow these simple steps to make your wall print as perfect as the photo itself.

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## Step 1:

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# Make sure your monitor is calibrated

We mentioned this earlier but it really is one of the most important elements. Proper calibration is necessary to avoid large color deviations between the image on the screen and your print. You can adjust the sharpness of your screen manually or with special software. If you use special software with colorimeter you can calibrate your monitor easily so that the colors are perfectly calibrated.

But even with a calibrated monitor there can be small differences between the image on your screen and the print. After all, every printing process is different and every material has its own features.



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## Step 2:

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# Decide where to hang your photo

The place where you want to hang your print determines what kind of image you choose be as well as its size. So, first of all think about where you want to hang your photo print. Wall photo prints can transform nearly any interior space, from the living or dining room, to a bedroom, hallway or office. From landscapes, cityscapes and wildlife shots to personal photos of family, wedding, or other special moments, this section will help you find the perfect spot for each of your wall-worthy prints.

Here is a list of frequently used locations for wall prints and the most suitable aspect ratios for each. (We will get into specifics on selecting the right photo aspect ratio in a later section.)

- 
- |                                 |       |  |
|---------------------------------|-------|--|
| <b>Above the dining table</b>   | ———   | Standard 3:2 or several small format prints  |
| <b>In the bedroom</b>           | ————— | Standard 3:2 or several small format prints  |
| <b>Hallway/landing</b>          | ————— | Several small format prints in 3:2 or square   |
| <b>Bare wall (no furniture)</b> | ———   | Several small format prints in 3:2 or square   |
| <b>Above the couch</b>          | ————— | Standard 3:2, panorama for the best effect or get creative with several small format prints. |
- 

Do you know that Xpozer offers print sizes from 16" x 16" (40x30 cm) all the way up to 40" x 80" (180x120 cm)? An Xpozer for every photo and every room! Visit [www.xpozer.com](http://www.xpozer.com) for all our print sizes.

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## Step 3:

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# Choose the photo you want to have printed

Sometimes, you know straightaway which photo you want to have printed. However, often you must decide between two or more great images. Generally speaking, we recommend that you choose the photo that you personally find to be the most beautiful, one that evokes a certain emotion. A memory of a fantastic trip, a wonderful family moment, or a photo you worked long and hard on to make technically perfect.

Suffering from choice stress? Don't panic! With Xpozer you can choose more than one photo. Purchase an Xchange frame and Photo Print and you can use the frame again and again. Now you can always have your most recent photo on display!

Still having doubts? Try and visualize your interior. Are the colors calm and peaceful? If so, it does no harm to choose a very colorful photo. For a more crowded interior we recommend choosing a photo with more neutral colors. Would you like your print to blend into your interior? Then choose a photo with warm colors for a warm interior and one with cool colors for an interior with those kinds of tones. You can also choose to match your print to the style of your interior. For example, choose an urban photo for an industrial interior, and classic geometrically shapes for a more classical interior. Perhaps you want to add a more personal touch to your interior? If so, choose a family photo.

To make the right choice, it's also important to look at the technical aspects of the photo. Usually, you take a several photos of the same subject. Choose the photo that is the best in technical terms by viewing them all at 100%.



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## Step 4:

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# Cropping and aspect ratio

The aspect ratio of your photo depends on your camera's sensor. Full-frame cameras shoot in an aspect ratio of 3:2, while system cameras most often shoot in an aspect ratio of 4:3. Smartphone cameras often have a ratio aspect ratio of 4:3 or 16:9. If you're unsure about the aspect ratio of your camera's sensor, you can check it by opening your image in Photoshop and then using the Crop tool to test the aspect ratio. This way you can make the right choice for your photo print and avoid having to cut out important elements of your image. Below is a list of different aspect ratios.

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- 3:2** ————— Full-frame, APS-C
- 4:3** ————— Micro Four Thirds, Compact, Telephone
- 16:9** ————— Widescreen, Telephone, Video
- 1:1** ————— Square
- 5:4** ————— Large Image Film
- 5:1, 4:1, 3:1** ————— Panorama

Is the aspect ratio of your image not in the list above? At Xpozer we can always provide you with a customized photo enlargement.

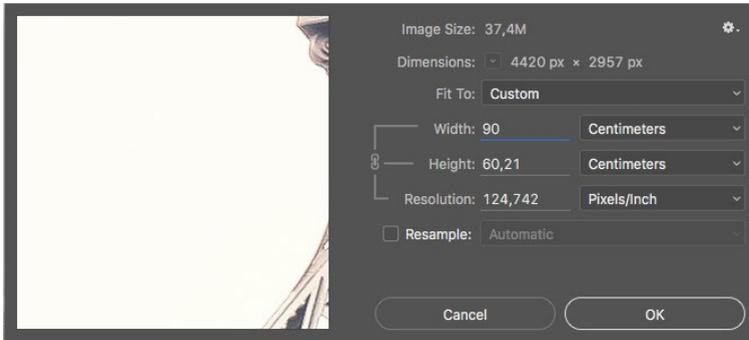
Contact us for more details.



## Step 5:

# Check the resolution of your photo

Before you choose a print size, it's important to check that the resolution of your photo is high enough. Not every photo is suitable for a 40" x 80" (180x120 cm) enlargement and photos taken with a phone can usually only be enlarged up to 20" x 30" (although the sensors of phone cameras are steadily improving). You can check the resolution of your image by opening it in Photoshop and clicking on Image > Image Size. Uncheck 'Resample' and enter the desired print size. Your image should be a minimum of 80 ppi. Click 'OK' and view your image at 100% to check the sharpness of your chosen print size.



The list below gives you an idea of the minimum pixel dimensions of your image at 80 ppi:

Print size	Minimum Pixel Dimensions	Print size	Minimum Pixel Dimensions
45x30	1418 x 945	120x80	3780 x 2519
60x40	1890 x 1260	135x90	4253 x 2835
75x50	2362 x 1575	150x100	4725 x 2835
90x60	2835 x 1890	180x120	5670 x 3780



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## Step 6:

# Choose the size of the photo

Now that you have selected your photo, it's time to transform it into a large photo print that will look perfect on your wall. From experience we know that many people find it difficult to decide on the best size for their print.

As a general rule, we recommend choosing a width that is slightly smaller than the width of the furniture above which you want to hang your print (bed, couch, dining table, cabinet, etc.). If you are hanging your print on a bare wall (with no furniture) we recommend that your print be at least 30" (80 cm) in height. Another way to create a pleasing spatial effect (in a hallway, for example) is to group several smaller prints together as a collage.

To facilitate your selection, we've provided the minimum recommended print sizes for specific locations in the table below.

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<b>Above the dining table</b>	Minimum width of 30" (80 cm) or several smaller prints.
<b>Hallway/staircase</b>	Group several smaller prints together for a pleasing spatial effect.
<b>Above the bed</b>	Minimum width 45" (120 cm) or several smaller prints.
<b>Bare wall (no furniture)</b>	Minimum height 30" (80 cm).
<b>Above the couch</b>	Minimum width 40" (100 cm) or several smaller prints. Tip: A large panoramic photo will make an impressive statement!

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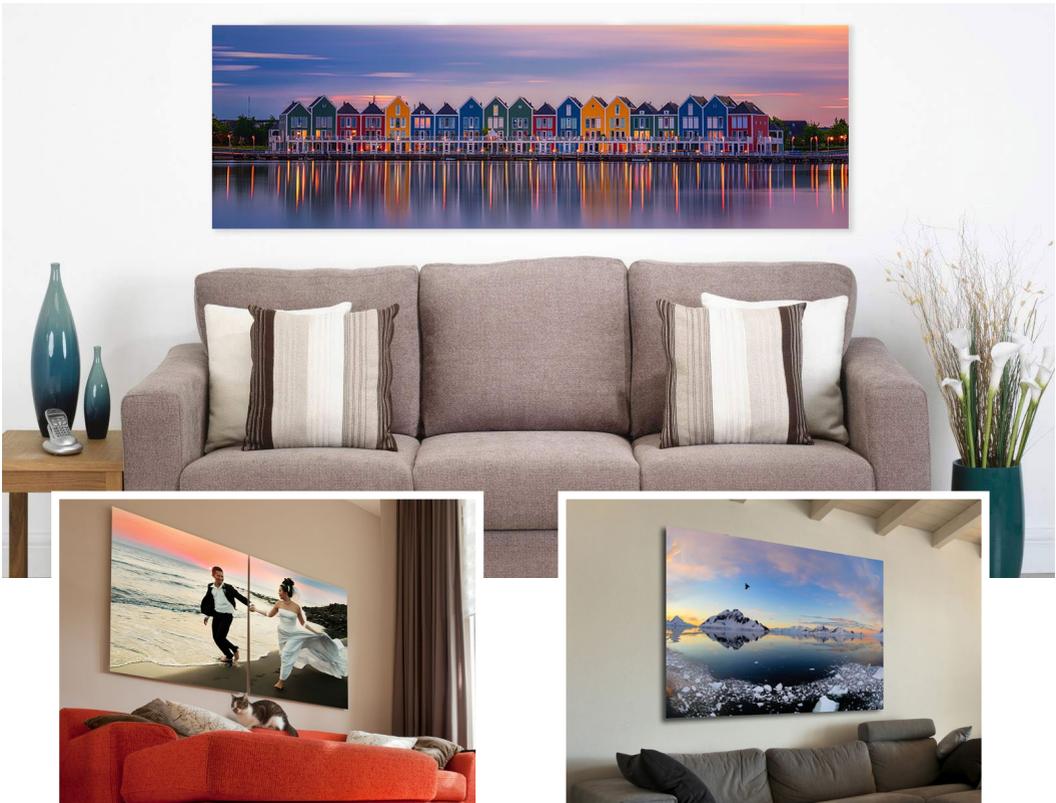
### Tip:

Still not sure how large your photo print should be? Cut different print sizes out of a newspaper (or use sheets of paper) and tape your templates to the wall of your choice. You'll see right away if you've chosen the right size or not! For a list of all Xpozer print sizes visit [www.xpozer.com](http://www.xpozer.com).

# Above the couch

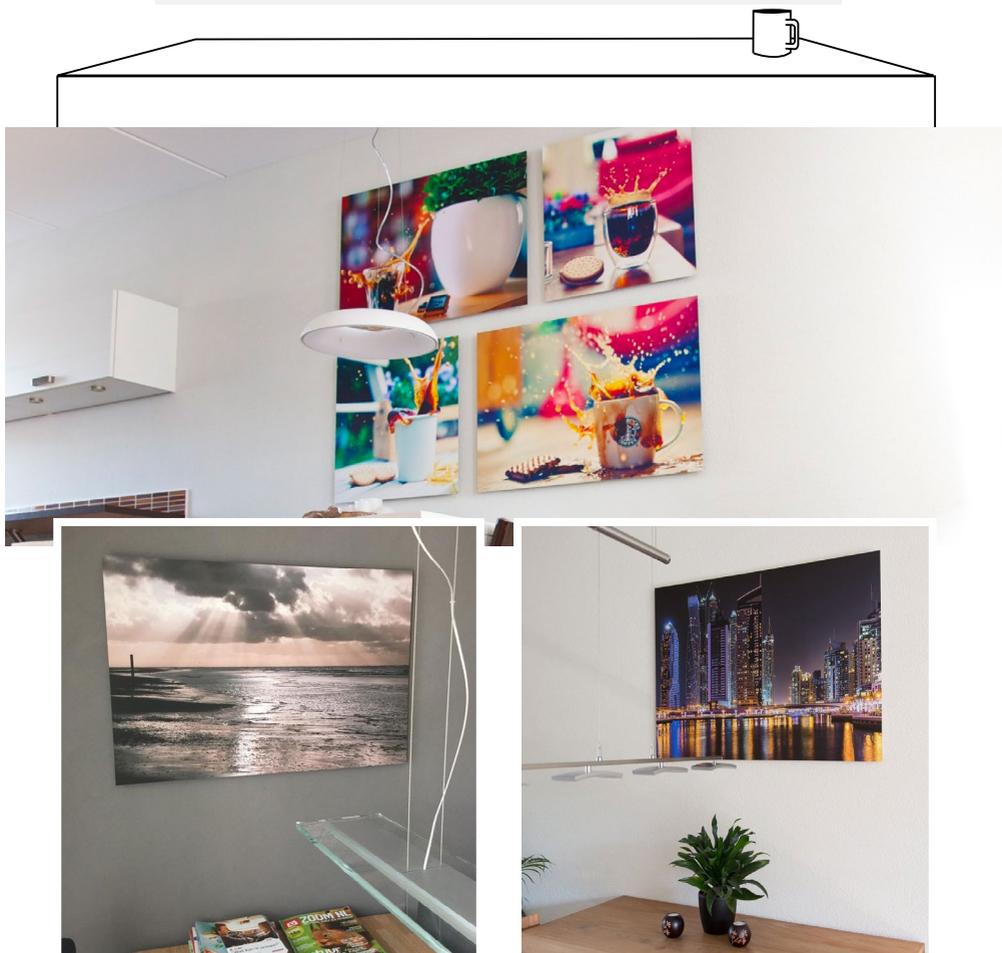
Your couch is often the focal point of your room and this makes it the ideal piece of furniture to show off a stunning photo print. We suggest a print size of at least 40" (100cm) in width. (If you choose a smaller print size it may look undersized.) A standard aspect ratio of 3:2 works very well but if you want to fill more wall space in terms of height, we recommend that you choose a panoramic aspect ratio. Another creative option is to split your print across two or more photo prints.

Check out different sized Xpozer prints hanging above a couch, courtesy of our Xpozer fans!



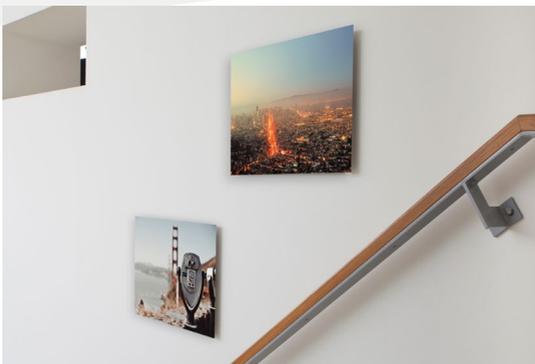
# Above the dining table

We recommend a minimum width of 40" (100 cm) if you want to hang your print above the dining table. Of course, the print dimensions depend on how your table is positioned. If it is positioned lengthwise along a wall, we recommend a width of 40" (100 cm). If one side of the table is flush against a wall, a print width of 30" (80 cm) is often sufficient. A collage of several smaller prints above the table also looks good, but make sure you select photos that are similar in style.



## In the hallway/staircase

To create a spacious feeling in a hallway, staircase or on a landing, we suggest grouping together several smaller prints. Since you are often physically closer to prints hung in this part of your home, it is easier to enjoy multiple smaller prints rather than a large print, which would be easier to see from a few feet away. We recommend that you select photos that match one another in terms of color and subject matter to decorate your space in a uniform style.



## Hanging Free



Of course, you don't always need a to hang a photo print above a piece of furniture! Photos on a bare wall can sometimes make an even greater statement. We suggest choosing a print size of at least 30" (80 cm). A photo print with a portrait aspect ratio will look excellent, especially without any furniture to distract from the story it.

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## Step 7:

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### Choose the printing method

Now that you have arrived at the perfect composition, chosen the right settings, edited your image to perfection, and chosen a wall, print size and aspect ratio, all that is left is to choose a printing method. These days, the choice of printing options is overwhelming. A number of factors will influence your choice including the print quality, finish type, user-friendliness and, last but not least, price.



Photo: Mark van Velsen

### Quality of print

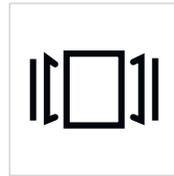
There are many ways to print your photos, yet one of the most important factors is the quality of the print itself. Take into consideration you should take the print resolution, along with the ink colors used and the material on which your photo will be printed.

An Xpozer photo print will give your photo the highest possible degree of sharpness. Using a 12-color ink set, your photo is printed on a Vivid Satin HD photo materials - especially developed for Xpozer - without the textured structure of canvas. In addition, we work with the very latest, high-quality printers and inks to product prints so sharp that you can count the individual grains of sand in a print of a beach. Our coloirs are lifelike, giving you skies that are truly blue and skin tones that are true to life.

# Price



Deciding how much you want to spend and how often you'd like to hang a new print will also factor into your printing decision. Xpozer offers great value for your money because the same revolutionary frame can be used to display all of your stunning photographs. A new Xpozer wall photo print costs as little as \$19.99!

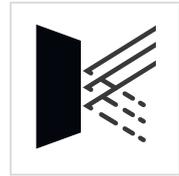


Visit [www.xpozer.com](http://www.xpozer.com) for a full list of prices.



# Type of finish

We all know that this is a matter of personal preference. Some people love to have old-fashioned photo frames on their walls, while others may prefer a photo printed on textured canvas because it appears to cover up poor photo quality. The revolutionary Xpozer system now offers photography enthusiasts the newest, smartest way to display their wall-worthy prints. All Xpozer prints have a non-glare finish so that you can see the details of your photo in any lighting situation. Your photo looks perfect from every angle, with no reflection.



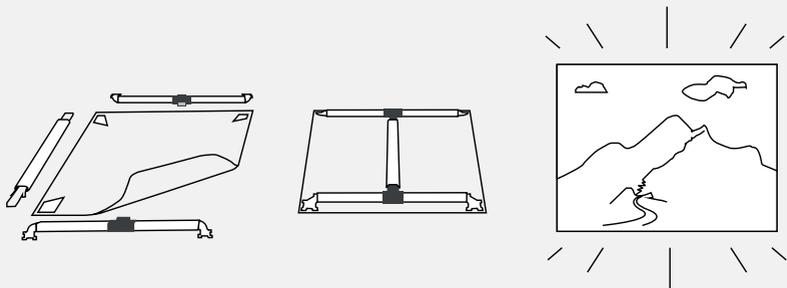
# User Convenience

How easy or hard it is to hang your photo print will also influence your printing decision. Ideally, you don't want to waste lots of time or harm your wall when displaying a photo print.



Thankfully, hanging an Xpozer print is extremely easy. Simply assemble the three-piece Xpozer frame and fit it into the pre-mounted corners on the back of your photo print. Adjust the tension of your Xchange frame and voilà! Your print is ready for hanging. Attach the mounting bracket to your wall using the accompanying screw and plug and hang your print.

The revolutionary Xpozer frame is extremely lightweight so you can hang it on any wall type, including drywall and slanted walls! If you use a picture rail system, you can use the included cable mounts to hang your print from your existing cables. To change the orientation of your photo from landscape to portrait, simply turn the frame!



For more information and instructions visit [www.xpozer.com](http://www.xpozer.com)



## Jan Vermeer

*"The colors and sharpness of a print have to be true to life. Xpozer is a fantastic way to enlarge your photos in razor-sharp detail and with a large color gamut. With Xpozer, my photos look exactly as I intended."*

# Xpozer customer testimonials

At Xpozer, we stand behind the high quality of our products and service. Read the testimonials of Xpozer customers – we have an average customer rating of 9.2! Visit [www.kiyoh.nl/xpozer](http://www.kiyoh.nl/xpozer) for all our customer testimonials.



The colors of the prints are lovely and razor-sharp, exactly what a professional photographer wants.



Excellent communication regarding your order and delivery. Clearly laid-out website. Great order handling.



They do what they promise, professionally and with a marvelous system! Perfect for large formats too. Super!



I am very satisfied and would recommend Xpozer to everyone. I've already had many, highly positive responses to my photos. The way my order was handled was also first class.



They have developed a unique product. Amazing sharp, matt print with no reflection.



Beautiful matt color prints and an excellent lightweight mounting system. Compact for storage. Ideal for exhibitions but also ideally suited for use at home.

# The world of Xpozer customers

Many happy Xpozer customers have shared photos of their wall prints hanging in their homes. Take an exclusive look inside with other Xpozer fans and be inspired!



**Roel**

Test hanging! #Xpozer, thanks! #artis #marieke



**Emmy**

Enthusiastic about the quality of Xpozer – and the photos hanging on the wall.



**Mariska**

Mt beautiful new Xpozer print in my lovely new kitchen! Couldn't be happier!



**Rini**

Received our first Xpozer print today; a photo of our perky four-legged friend Djago. It's in a perfect spot in our living room and we're very happy with it!!!



**Anja**

My husband's drawings printed by you – it really is an amazing system.



**Ronnie**

This lovely photo of our boat 'in a glass' is begging for a new Xpozer Xchange frame. Time for one of my new creations! The size of this Xpozer print is 60x90 cm and it's been hanging in our hallway for a while now looking beautiful.

Curious about the interiors of more Xpozer customers? Visit our Facebook page today!

## WHY OUR **AMBASSADORS** CHOOSE XPOZER

"The Xpozer brand suits me. Their prints are of such high quality that sometimes they almost seem to come to life." -Xpozer Ambassador Albert Dros.



"Framing is a lot of hassle, there is always dust behind the glass! With Xpozer I don't have to worry about that." - Xpozer Ambassador Laura Vink.



"You put a lot of time into taking beautiful photographs, with expensive cameras, lenses and tripods, so you want the photo to stand out on high-quality material. That is why I am an Xpozer ambassador." - Xpozer Ambassador Gustav Kiburg.



# XPOZER



**WWW.XPOZER.COM**

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**€7,95**

