

# Vincent Versace, Photographer



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Vincent Versace  
Photographer and  
Digital Imaging Expert



*Epson’s Discproducer is ideal for professional CD/DVD on-demand disc publishing.*

## Photographer Vincent Versace Increases Profits and Service with Epson’s Discproducer

*Unlike the subjects in front of his camera, Vincent Versace, acclaimed photographer and digital imaging expert, rarely stays in one place. Whether he’s flying across the country giving workshops, beta-testing new products or sharing his expertise through DVDs, Versace is high voltage in the photographic industry.*

### Tutorial business takes off

Since Versace started releasing his digital techniques on interactive DVDs, he had no trouble motivating photographers to purchase them through Acme Educational ([www.acmeeducational.com](http://www.acmeeducational.com)), the DVD tutorial part of his Hollywood, Calif.-based photography business. “In this day and age, photographers are constantly looking for ways to expand their technical knowledge,” he said.

### Replication costs cut into profit

Although his tutorial DVD sales were thriving, he faced a challenging problem. The high cost of using a DVD replication service severely cut into his bottom line. Even when he didn’t have a large order, the service charged several thousand dollars for a minimum quantity of 1,000. “When I started charting profit margins, I realized the replication house was making more money off my DVDs than I was,” he said.

### Discproducer meets needs of on-demand disc publishing

The turning point came when Versace saw the Epson Discproducer at a photo industry trade show. “The Discproducer was the complete answer to my prayers,” he said. Built with Epson’s advanced robotics and printing technology, the desktop CD/DVD disc publisher can burn and print up to 100 customized CDs or DVDs whenever he needs them. Discproducer was designed for businesses like Acme Educational that need to create professional quality CDs or DVDs on demand. “Suddenly, I’m my own replication house,” said Versace. “The cost of Discproducer was half what my replication service was charging for a single minimum order.”

### Compile data, create labels and hit go

Versace set up the desktop unit in his photo studio and it quickly became part of his everyday workflow. In one easy-to-use application, he does his own data formatting and label editing and can generate up to 30 CDs or 15 DVDs per hour. He quickly fulfills custom requests for tutorial DVDs featuring his own tips or those of other experts on such as topics as Photoshop, color management or Nikon Capture NX. “Now if I want to make 98 discs of a Photoshop tutorial, I type in 98 and that’s what I get from Discproducer,” he said.

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## Discproducer means fast, custom service for photography customers

Versace also makes full use of Discproducer to duplicate customized photo discs for his photography clients. With 165 people attending a wedding, he can now create 165 limited-run DVDs of selected wedding images. "The more control I have over the production process, the more competitive I am," said Versace.

### HIGHLIGHTS

- Discproducer has all the features you need to burn and print up to 100 CDs/DVDs on demand.
- Discproducer's printer uses 6 colors to deliver crisp text and vibrant graphics.
- Discproducer's AcuGrip™ robot technology virtually eliminates two-disc feeding.
- Easy-to-use Total Disc Maker software lets you compile data, create labels and configure the production process.

## Best-in-class printing

Discproducer is the only disc publisher that features a built-in, six-color inkjet printer and Epson's patented MicroPiezo® inkjet technology. That's why Discproducer delivers the highest print quality available in its class for crisp text and vibrant graphics at up to 1440 x 1440 dpi resolution. And with one set of Discproducer's ink cartridges, Versace can create over 1,000 discs for a fraction of the cost of a replication service. Each cartridge also includes a low-ink sensor and LED to ensure that he has adequate ink to complete a full run.

## Epson robotics provide top reliability

"At times, Discproducer is like a live, dependable employee hard at work in my studio," said Versace. Epson's patented AcuGrip robotic technology virtually eliminates two-disc feeding that can damage discs and interrupt production runs. "It's very cool to watch Epson advanced robotics at work," he said. And everything can be accessed from the front of the machine for easy operation and maintenance.

## Discproducer makes big impact

Versace couldn't be happier with the performance and quality of the Epson Discproducer. "With Discproducer, I was able to completely turn around the tutorial DVD part of my photography business. And it plays an important part in providing quality service to my photography customers too."



*Hollywood photographer Vincent Versace, a recipient of the Computerworld Smithsonian Award in Media Arts & Entertainment and the Shellenberg fine art award, is a six-time nominee to the Photoshop Hall of Fame and is the best selling author of Welcome to Oz: A Cinematic Approach to Digital Still Photography with Photoshop. His work is part of the permanent collection of the Smithsonian Institution's Museum of American History.*

*Vincent also is the photographer for Immediate Assistants Medical Rescue Go team and one of the members of the photographic team of Eco-Challenge. Recently he was commissioned by the San Francisco Presidio National Park to create a permanent collection of art for the park. In addition, he has led photographic workshops to Burma, Vietnam, India, Morocco, Costa Rica, Santa Fe, Egypt, Cambodia, Mongolia and Australia.*