



Press info

**Did you know: 1,7 trillion photos are taken per year**  
**Canson® Infinity presents 3 reasons to print in the digital age**

*As a society, we now produce more photographs than ever before with an enormous volume of photographs being taken digitally (1.7 trillion images captured globally through 2017<sup>1</sup>). Many of the photos will be shared on social media, but many more will simply be forgotten, lost in the vast database of imagery. Canson® Infinity presents 3 reasons to print in the current age.*



© Robert Rodriguez Jr (Canson® Infinity Ambassador)

**For the emotional and artistic reasons**

Experiencing a high quality print of an image you made can be mesmerizing. There is just something about holding a finished print in your hands that is infinitely more satisfying than seeing your photo

on a screen and even more so, when presented to others. It serves as a tangible, permanent product of your work, a monument to the time and effort you put into creating it.

*“No digital device comes close to the look and feel of a photograph printed on a beautiful fine art paper. Everything about that experience it's much more tangible, much more tactile when you hold the print in your hands. The special magic when you see the print coming out of a printer, which to me is yet to be surpassed by the best quality monitor or iPad screen”,* says Robert Rodriquez Jr, landscape photographer, respected photography educator and Canson® Infinity Ambassador.

### **Today is a golden age to print**

There has never been a better time to print than now, thanks to technological advances in both digital cameras and inkjet printers, making printing of photos accessible even for casual photographers. While not everyone should invest in an inkjet photo printer, they are now at a price level that is vastly more affordable and accessible than even a few years ago.

To be able to see and hold a printed photograph you've taken can be a powerful experience, especially if the image looks exactly as you envisioned when clicking the shutter. If you are looking to turn your image into reality by printing then you will need to ensure that you capture the image with the final print in mind. This process makes you a better editor and narrows your focus, resulting in better prints, whether these are to sell, for a photo album or if you are creating art for your home.

In the digital age, there are in addition many ways to easily gain insight on how to get the best from your prints, one of these being the **Canson® Infinity E-Academy**, offering professional advice and points of view from professional photographers through short videos and webinars.



[Robert Rodriguez Jr gives his views on why why fine art prints are more important than ever in the increasingly digital world that we live in](#)

### **Printing may be safer than just storing digital files**

There is no guarantee that the computer of tomorrow will be able to read the photos you take today, unless you consistently modernize your digital archives. Cloud services can certainly help with this, but the companies that run them aren't guaranteed to be around forever. An archival inkjet print on Canson® Infinity papers can last for over 100 years in the open air, even if done at home. While you shouldn't print all your photos, print is advised for the most important photos and precious memories.

So take a trillion photos. Forget billions of them. But print one, and do it right. Mount it, frame it, display it. Take pride in it. And while you are at it, print one more.

**For additional information or to test Canson® Infinity fine art papers, please contact our press service:  
Adeline Titolet / Open2Europe  
+33 (0) 1 55 02 27 98  
[a.titolet@open2europe.com](mailto:a.titolet@open2europe.com)**

### **About Canson® Infinity**

Looking back on a long history in the field of photography, today Canson® is the last pioneering photographic paper manufacturer that is still in business!

In 1865, Canson® filed and acquired an international patent for the improvement of albumen papers, one of the first processes for the production of photographic paper to be developed at the time. This patent

consistent of the improvement of the final rendering of the image, while avoiding the costly gold toning process generally practiced when performing the original process.

Today, **Canson**<sup>®</sup> retains its spirit of innovation and combines centuries of experience with cutting edge technology in the manufacture of its paper. **Canson**<sup>®</sup> favours the use of natural minerals and the purest of materials, without optical brighteners, to provide you with printing materials that are resistant to ageing. The papers and canvases within the [Canson<sup>®</sup> Infinity range](#) for photography and digital art publishing deliver unparalleled and durable printing results, as well as optimal chromatic rendering with a large colour gamut, a strong D-Max and excellent image sharpness.

To find out more, visit: <http://www.canson-infinity.com/en>

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<sup>i</sup> Futuresource, September 2017