



Authenticity & Provenance Now Guaranteed for Next Generation Limited Edition Prints/Giclees

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Gamut Control, LLC, leading publisher of high quality limited edition fine art reproductions, adopts Fine Art Registry™ technology to uniquely identify and register all of its limited edition prints, providing security and assuring authenticity and provenance for all its represented artists.

PR9.NET October 15, 2007 - USA/Phoenix, AZ and Irving, TX. Gamut Control, of Irving, Texas, a fine art reproduction publisher, printer and marketing company, who produce and sell high quality, limited edition prints for the many successful contemporary artists they represent, have now embraced the Fine Art Registry patented tagging and registration system and are incorporating it into every print they market and sell.

The Fine Art Registry system provides each print with a unique, virtually uncounterfeitable, tamper-evident identification tag, along with a corresponding entry in a secure, central database which includes a full description and photos of the piece. When used from the point of creation of an original piece or a print, this system guarantees authenticity and provenance and provides identification in case of theft, loss, damage. It effectively deters attempted forgery or fakery. Fine Art Registry also provides each artist represented with an online portfolio of his or her work, as well as support with their marketing activities. When all of an artist's pieces are tagged and registered, this portfolio becomes the catalogue raisonné and a permanent record of their work. The service is remarkably affordable.

Gamut control uses proprietary reproduction and printing techniques which are a generation ahead of the best giclée work available and have solved the color reproduction problem. Becoming the first fine art publishing company to incorporate the Fine Art Registry system for all of their artists' work increases Gamut Control's lead in the fine art reproduction market and significantly adds value to their offering to the artists they represent, to galleries and dealers who sell their prints, and to the eventual buyers. The Fine Art Registry system will effectively prevent the issues of fakes and forgeries, unauthorized prints and other abuses that have plagued the art reproduction market (e.g. Dalí, Chagall, Miró, Picasso and many, many others).

"We have researched the prolific issue of illegal copies, false images and art fraud through multiple sources. The unilateral consensus was that if Gamut Control could find a solution, as we did in the case of color print technology, artists would jump at the opportunity to work with us, and galleries and art buyers would be able to buy Gamut Control prints with confidence that they are authentic. We feel that Fine Art Registry has enabled us to meet that need," said John McCormic, CEO of Gamut Control, LLC.

Theresa Franks, CEO of Fine Art Registry, welcomed Gamut Control's initiative. "We are delighted that Gamut Control will be tagging and registering the fine art limited editions of the artists they represent," she said. "This is exactly what's needed to provide authenticity and provenance for each artwork produced by contemporary artists and it will also give Gamut Control's artists additional exposure. This is ideal for everyone involved."

Gamut Control is in the process of tagging and registering all the work of all represented artists.

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About Gamut Control, LLC

Gamut Control is the first to introduce the Next Generation of giclee technology for the fine art arena. Today's conventional methodologies of image capture, color management, profiling and canvas and watercolor paper printing has been totally overhauled, reinvented and redesigned by Gamut Control. We have compressed all those stubborn steps, down to the activation of two buttons – camera and printer. What you see in the original, is what you get on the Limited Edition canvas. Pixel by pixel reproduction and color accuracy with astounding results, a fine art print which offers the quality of the original, something no other publisher is offering today. See what our Artist's are saying about it: <http://www.gamutcontrol.com>

About Fine Art Registry

Fine Art Registry™ is today's only high tech solution to the age old problems that have existed in the art world since before the Ancient Greeks: How to establish provenance, prove authenticity and ownership, prevent forgery and fakery, deter theft and, basically, make it possible to create, buy and sell works of art with the security of knowing that they are what they claim to be.

If you are an artist, collector, gallery director, museum curator or anyone interested in making a permanent record of and protecting visual art and valuables, then you should find out what FAR® has to offer you.

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