

# GUIDE TO DIGITAL WORKFLOW



If your professional photo lab is “going digital,” you’re not alone. A recent survey by Kodak Professional reveals that two out of three pro labs in the United States will incorporate

some degree of digital workflow within the next year. Plus, more than half of the survey respondents report that 50% of their current workflows already are digital. Undoubtedly, this trend will increase over time as it becomes more apparent throughout the global photographic community.

In this study, labs that have made the transition report an improvement in workflow efficiencies, yielding higher productivity while creating the ability to handle higher volumes of work.

Digital workflows include the integration of hardware, software, personnel and business strategies needed to process digital images, improve a lab’s operational efficiencies and enhance the lab’s product offering. Order-entry systems, analyzers, film scanners, electronic retouching, image rendering and management software, digital printers, CD writers, and Internet-based services are all components of an integrated digital workflow. Without them, labs can not expect to fully exploit the business-building opportunities that are inherent with the use of digital imaging. This is especially true in light of the accelerated pace that professional photographers are embracing digital capture.

The following *Guide to Digital Workflow* is designed to help both professional labs and photographers better understand the issues and challenges that must be addressed to ensure the successful implementation and optimization of a digital workflow.

Individual chapters of the *Guide* include:

- **Digital Workflow**
- **Color Management**
- **Digital Photographic Printers**
- **Getting To The Final Print**
- **Image Storage**
- **Imaging Networks In A Digital Workflow**
- **Kodak PROSHOTS System**

For your convenience, a glossary of common digital-related terms can be accessed by clicking on glossary. [www.kodak.com/go/dlcGlossary](http://www.kodak.com/go/dlcGlossary)

“*Digital takes the traditional process and drops out the intermediate steps. We cut several days out of production – and we can enhance the product in ways we never could before.*”

– Al Walker

*Director of Technology, Herff-Jones*

## Introduction