KODAK PROSHOTS System – Fulfilling The Promise Of Digital Workflow.

From a professional lab perspective, the KODAK PROSHOTS System has been designed to improve lab efficiency, productivity, and accuracy by automating order entry in existing digital workflows – while meeting the needs of professional photographers who shoot with both film and digital cameras.

In the process, the KODAK PROSHOTS System enables labs to implement cost-effective digital transmission and proofing, either distributing images via the Internet or on digital media.

KODAK PROSHOTS Studio Software Suite helps photographers studios provide convenience to their customers, as well as create exciting sales presentations and new products and services. The software also facilitates greater involvement of photographers' customers in designing albums, increasing average in-studio sales by 20% among current users.

In addition, the system makes it possible to generate incremental orders by posting images online, giving others the opportunity to view and order images. At the same time, the intuitive software eliminates manual tasks for the photographer such as carding negatives and completing order forms.

TCN is a portrait/wedding lab in Toronto, Canada that explains how the system is integrated into its workflow. Additional PROSHOTS System experiences can be reviewed at www.proshots.com.

"Once our lab writes the images to a CD, low-res versions are uploaded to the KODAK PROSHOTS System network for immediate downloading. Photographers can sell onscreen proofs to customers at the studio, using images off the PROSHOTS System network or the CD itself. "The great advantage," owner Angelo Balsamo says, "is that film doesn't have to travel back and forth. The computer gives photographers a powerful way to sell."

For digitally-enabled PROSHOTS Systems participating labs, PROSHOTS Software also lets photographers instantly integrate customer images into products that can only be efficiently digitally produced through a digital workflow. Their computers can crop, position, and rotate images; specify quantities; incorporate images into digital templates and album pages; and order prints over the Web. "Photographers eliminate negatives or aperture cards," Balsamo says. "Best of all, the original film stays at the lab throughout the ordering process, that saves a lot of time."

> " *We wanted to develop new product offerings and expand the size of our market…*", "*KODAK PROFESSIONAL Modular Digital Workflow Products had the enabling technology.* "
> ~ Ken Wilson
> Vice President Sales and Marketing, LustreColor

ProShots

Integrated Digital Workflow Solution From Kodak.

KODAK PROSHOTS System participating labs enjoy a complete solution offering enabled by a comprehensive lab and studio solution from capture, scanning, and image/data management to storage, printing, and online distribution:

• Accept digital camera files or digitize film with the high-speed, high-resolution KODAK PROFESSIONAL HR 500 Plus Film Scanner.

• Maintain total workflow control and consistent results with KODAK PROFESSIONAL Digital Print Production Software (DP2), (or Pro Series Software in Europe).

• Streamline production through automated order entry.

• Generate incremental orders by posting images online.

• Archive past jobs in a reliable, scalable, easy-to-use storage system.

ProShots