

StudioStream™

An enhanced workflow solution for digital photography users



Today's challenging business environment demands that we not only do more with less, but that we often be in several places at once. StudioStream™, an enhanced version of Photo-Flow®, the digital photography workflow solution from RR Donnelley, overcomes that challenge by providing creative directors and other image reviewers with even more ways to participate in photo shoots. You can "be there" without taking the time to go there by reviewing high-resolution photography online and collaborating with your work team to approve images from any location, through a standard Internet connection. Your images and all associated comments are then transferred to the next phase of the workflow, assuring fast and consistent communication.

Digital photography workflow control – from anywhere

Designed to help optimise the digital photography workflow, StudioStream™ provides:

- The ability to collaborate with your team and review digital images within minutes of capture, enabling creative directors to approve images or provide instructions for revising the image or set-up.
- 24/7 access to your images via a secure Internet site, ensuring that only authorised individuals can view your assets.
- Options that allow creative directors to control their level of participation in the shoot, either in-person or remotely via the Internet.
- Seamless integration with our merchandise management interface, which stores information about your shoot schedule and participants, merchandise status, and other data important to your business.
- Pixel-streaming technology that enables high-resolution photography to be inspected over the Internet, ensuring you can see every detail.
- Easy integration with ImageMerchant®, RR Donnelley's Digital Asset Management solution, vastly expanding your organisation's content management capabilities.

Do more by doing less

StudioStream™ helps you harness the dual power of digital photography and Internet efficiency. During a digital photo shoot, relevant metadata is captured and associated with each new image. When the shot is complete, the

image is transmitted to a secure web server and the creative director is notified via email that the image is ready for review. The creative director and other designated team members can then log into the StudioStream™ website to collaborate, annotate, review, and approve the image.

An integrated workflow collaboration solution

As a partner in your digital photography workflow, RR Donnelley provides a solution that integrates seamlessly with your other business processes, allowing you to optimise your image creation efforts. Because images move through the process in hours instead of days, you can streamline your photography workflow and reduce cycle times. Integrating StudioStream™ with our photography, creative, colour services, merchandise management, and facilities management capabilities creates additional cost and cycle time efficiencies – in tracking your merchandise, approving photos, and finding and preparing the right images for use in various media.

RR Donnelley – a partner for today and tomorrow

RR Donnelley designs, manages and produces words and images, and brings them to life on paper and in digital form for customers across many industries. With our MediaCompass™, a suite of online tools including ImageMerchant®, Photo-Flow®, StudioStream™, ShareStream™ and Digital Swatch Match, our variable printing services and market-specific solutions, RR Donnelley can enable your organisation's success, today and in the future.

RR Donnelley, 55 Bishopsgate
London EC2N 3AS, United Kingdom
Tel: +44 (0)20 7330 1648
Email: premediaeurope@rrd.com

RR DONNELLEY