



MCL's Image Collaborator will revolutionise how you capture, manage and publish pictures, videos and documents for use/re-use. It's a combination of software, camera equipment and best practices:



Tiered image management solutions to ensure best fit with your requirements for:-

- Capturing and publishing pictures, documents and videos.
- Finding those assets again, approving them and re-using them easily and quickly.
- Feeding other systems with the assets and information about them.



A broad range of camera equipment to provide the image capture and assistance in setting up or optimizing your studio:-

- Photo studio set-up.
- Camera/software combinations to capture and cut out images.
- Links with image databases to provide a quick route from capture to approval.

Links between image databases and other business systems to move images and information seamlessly, eg

- Capturing image information entered in Photoshop or Illustrator to import into the image database.
- Automatic assignment of picture information when importing into the image database.
- Workflows based on business rules to assign images between teams for action.
- Export of (re-purposed) images and selected metadata to website content management systems or catalogue production systems.





Key benefits -

- **Lower costs:**

- Photography – quicker processes, fewer images to replace, higher chances of shots being right first time
- Cutting out (removing backgrounds), much of which can be automated
- Couriers – controlled and Web-based access to images and information
- Better control over usage rights – less chance of fines for transgressions

Example cost savings:

- Getting shots right first time : 35% of total photography bill
- Cutting out: up to £75 per shot
- Couriers: anything up to 80% of total annual budget

- **Enhanced productivity**

- Images easier to find
- Key people released from unnecessary clerical work
- Quicker end-to-end processing

To arrange a demonstration:

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