Proofing and approval tools to streamline creative workflows

Kodak

InSite

Creative Workflow System

Highlights

- Share, proof, and approve files over the Internet
- Track project status and all activities
- Intuitively organize projects
- Tightly manage the content creation process
- Integrate with other portal tools for a complete content creation solution

The **Kodak InSite** Creative Workflow System provides collaboration and proofing tools that help you manage the entire content creation cycle. This Web-based system allows you to work with customers over a broader geographical area; increase the efficiency of job creation; and keep a clear history and audit trail of all activities throughout the job. Tight integration with other **Kodak** Portal Products, such as the **InSite** Asset Library and the **InSite** Prepress Portal System, results in a seamless idea-to-prepress workflow.

Increase efficiency with powerful proofing and approval tools

The **InSite** Creative Workflow System brings a new level of control to the creative process. Its online proofing and approval tools track the activity of all participating stakeholders. Administrators can define tasks, such as the review of copy, images, layout, and legal, and invite team members to participate in each task.

When a file is reviewed, each person's annotations or approvals are captured. An e-mail notification is sent to the administrator as each step is completed for up-to-the-minute job status reporting. Most customers find that this workflow increases project organization and results in faster completion.

- User rights can be assigned to control view and administration of tasks
- Projects can have multiple tasks
- Each task can be created for specific elements and users
- Elements can be added or removed at any time
- Tasks can be deleted, renamed, or changed

A versatile, built-in proofing client

The **Kodak** Smart Review Proofing Client allows multiple stakeholders to simultaneously review images and files. It uses pixel-streaming technology so even very large files can be accessed via the Internet. Smart Review works from the full-resolution production file, allowing you to zoom in on the image.

In addition to zooming, Smart Review allows you to pan, annotate images, measure sizes, check colors with a densitometer, and show approvals or rejections of files, along with notations from the stakeholder. The compare tool compares files for easy revision handling. Smart Review also includes advanced color management tools for handling spot colors and RGB files, and selecting color targets.

Smart Review can be used to proof a variety of native file formats including JPEG, TIFF, EPS, PDF, and bitmap, as well as **Adobe Photoshop, Adobe Illustrator,** and **Adobe InDesign** Software files.

Reliable, color-accurate soft proofing

Using **Kodak Matchprint** Virtual Technology with the **InSite** Creative Workflow System enables color-accurate monitor proofing. With this optional feature, colors will be consistent and accurate when viewed at different locations using calibrated monitors and controlled lighting. **Matchprint** Virtual Technology makes this possible with ICC profiles and precise tools for calibration and color verification.
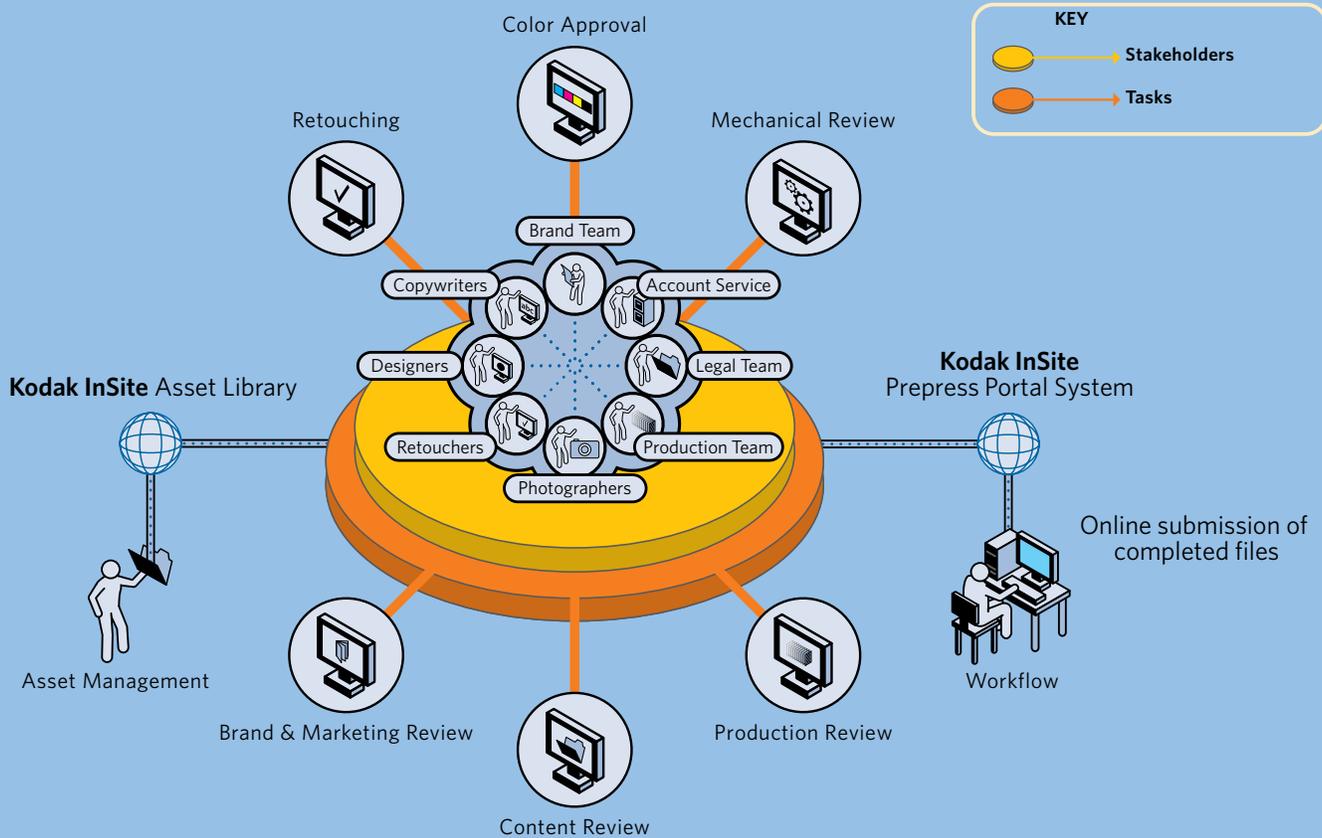
Intuitive project organization

The **InSite** Creative Workflow System is flexible. Your customers can organize project files in a folder-based structure that reflects the way they like to work—structures are not preset. When projects are uploaded, the existing file structure can be preserved.

An integrated portal solution for printers

The **InSite** Creative Workflow System is one of several **Kodak** Portal Products designed to work together to enhance your service portfolio, attract new business, reduce job cycle time, and increase customer satisfaction.

The **InSite** Creative Workflow System effectively manages and stores digital

Kodak InSite Creative Workflow System

Color Approval

Retouching

Mechanical Review

KEY

Stakeholders

Tasks

Brand Team

Copywriters

Account Service

Designers

Legal Team

Kodak InSite Asset Library

Retouchers

Production Team

Kodak InSite
Prepress Portal System

Photographers

Asset Management

Online submission of
completed files

Brand & Marketing Review

Production Review

Workflow

Content Review

assets used in projects, including photographs, illustrations, editorial content, and job specifications. The true value of the integration between the creative workflow system and the digital asset management system is the reliable OPI (Open Prepress Interface) workflow it supports in conjunction with the **Kodak Prinergy** Workflow System.

The **InSite** Prepress Portal System adds online job submission, allowing your customers to upload completed jobs directly into your prepress workflow. When used with the **Prinergy** System, job submission via the prepress portal system triggers automated preflight and prepress file processing.

Extending the value of your services

Customers who have a collaborative relationship with their printers tend to be more satisfied and loyal. When you implement the **InSite** Creative Workflow

System, you offer your customers a better way for them to manage and create their own jobs, as well as a revolutionary way of working closely with you. And because the creative workflow system is a Web-based solution, you can work with customers anywhere in the world.

You can use the creative workflow system in two different ways. You can use it yourself and offer collaborative design services to your customers. In addition to generating new revenue streams, it can help you differentiate your business from your competition. You can also host the system and offer the creative workflow system as a value-added tool, allowing customers such as ad agencies, publishers, and creative professionals to manage their own content creation workflow.

Kodak **InSite** Creative Workflow System Highlights

Features	Description
Smart Review Proofing Client	• Multiple stakeholders can review and approve files • Client supports simultaneous and group review sessions • Pixel-streaming technology allows full-resolution images to be accessed quickly • JPEG, TIFF, EPS, PDF, bitmap, **Illustrator, InDesign**, and **Photoshop** Software files are supported • Advanced color management allows accurate reviewing of RGB files, selectable color targets, and spot color database
Task-based approval workflow	• Tasks organize and manage the review and approval process • Multiple tasks can be established: one for each set of elements that needs to be reviewed and approved • Elements can be added or removed at any time, either manually or automatically • Tasks can be added, renamed, or changed at any time • Stakeholders can easily track outstanding tasks; administrators can quickly see the status of any task
Content sharing and collaboration	Browser-based solution offers convenient, secure access from any Internet connection
Project organization	• Projects can be flexibly organized with any folder structure • Files are easily uploaded and downloaded
History and audit trail	Users can view a sequential log of activities for a given project
Secure personal login	• Controlled access based on user name, password, and customer account, so your customers have secure access to their jobs only • Secure sockets layer (SSL) encryption
Desktop client	Easy-to-use graphical interface
Options	
Matchprint Virtual Technology	• Color-accurate monitor proofing extends color process control throughout the project • View RGB files in JPEG, TIFF, EPS, PS, and PDF formats • Database defines the l*a*b values of spot colors
Integration with the **InSite** Asset Library	Digital asset management

System requirements
• Web browser: **Internet Explorer** or **Safari** Software
• T1 Internet bandwidth or higher for external use
• Recommended: Secure sockets layer (SSL) certificate to enable full encryption
• For workflow integration: **InSite** Asset Library and **InSite** Prepress Portal System

Kodak
Unified Workflow Solutions

To learn more about solutions from Kodak:
Visit graphics.kodak.com

Produced using **Kodak** Technologies.

Kodak