

Canon



STUDIO SOLUTION

Canon

*image*ANYWARE

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"Canon Explorers of Light" is a select group of photographers who shoot with Canon EOS System cameras. They are among the top photographers in the world and work in diverse photographic disciplines including journalism, nature, fashion, fine-art, portrait and commercial.



To learn more about Explorers of Light and to find more information about Canon's Studio Solution Software, visit: usa.canon.com/dlc

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SYSTEM REQUIREMENT: Windows 7 / Vista / XP

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TAKE YOUR STUDIO TO NEW HEIGHTS OF EFFICIENCY, QUALITY AND PROFITABILITY.

Your creative talents and photographic knowledge have brought you this far on your journey. What you need to take your business to the next level is an all-encompassing solution that makes your operation more efficient, much easier to manage and stress free...enabling you to focus on what's truly important: your photography.

Canon's Studio Solution is powerful software that combines the functions of many of the separate software applications typically used in a professional photo studio. Moreover, it integrates all of your Canon hardware, image files, customer and business data, and studio management tools into a single, easy-to-use workflow application. Canon's Studio Solution dramatically streamlines your business and helps to maximize your income, helping you make the most of the time and expense you invest in your studio.

 SHOOTING

 RECEPTION

 PRINT

 RETOUCH

 SALES





A Comprehensive Solution for Studio Management

From Greeting to Invoice, a Smooth Workflow that Maximizes Your Time, Boosts Sales and Ensures Customer Satisfaction.

From the time your customer engages your services to the time the product is delivered and billed, Canon's Studio Solution works with you to make sure you and your staff are making the most efficient use of time. Workflow operations — from staff scheduling to image capture, photo retouching to printing, inventory control to supplies ordering, client presentation and sales to invoicing — are all simplified and largely automated by Canon's Studio Solution software. Customer, employee and image information are maintained in a central database for easy access and seamless integration. At every step along the way, Canon's Studio Solution gives you full control while enabling you to build a seamlessly integrated, highly efficient business.

Save Time, Save Money.

Consider all the different software titles a typical photo studio might use for its daily operation. Specific programs are required to maintain customer and vendor databases and enable scheduling. Other programs are required for digital image capture and retouching. Still others are needed for organizing and archiving image libraries. Presenting the images to clients, taking and fulfilling orders, and billing for your products and services also typically require additional software. Moreover, in many cases, these software tools run on separate computers that do not "talk" to each other.



The cost for such setups is high, not only because numerous software titles must be purchased, installed and maintained by trained operators, but also because their task-dedicated nature creates gaping inefficiencies in the workflow. Canon's Studio Solution puts an end to wasted time and money by consolidating, integrating and simplifying. The software has power built-in to handle your studio's many needs, yet it gives you a simplified, smooth interface designed to enhance your workflow, not get in the way.

Canon Image Quality from Capture to Print.

Canon's Studio Solution image processing employs nothing less than state-of-the-art, proprietary Canon technologies. You put these technologies

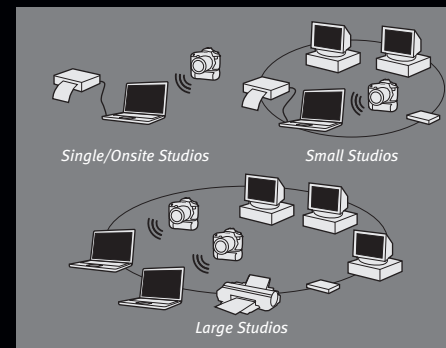
to work the moment you press the shutter release button on your Canon EOS Digital SLR. Whether you shoot RAW or JPEG, Studio Solution provides a transparent, non-destructive image processing workflow that ensures outstanding photographs and a brilliant finished product for your customer. With RAW images, Studio Solution

makes full use of Canon Digital Photo Professional (DPP) technology. It comprises a processing engine that employs Canon proprietary algorithms to maintain the highest bit depth and widest color gamut. The resulting images are spectacular — exquisite in resolution, dynamic range and tonal subtleties. The RAW workflow also gives you access to many easy-to-use tools and controls, like Canon Picture Styles, which greatly simplify adjustments and enhancements

during image processing. For JPEG shooting, advanced Canon EOS Digital SLR camera technologies, such as in-camera DIGIC Image Processors, ensure superb image capture. Once shot, or imported into Studio Solution, JPEG captures are handled non-destructively to maintain the highest possible image quality. Studio Solution also gives you control over your Canon imagePROGRAF and PIXMA Pro printers, maximizing the remarkable capabilities of these printers to ensure just as remarkable output. Canon image processing comprises state-of-the-art color management, which assures the most accurate and vibrant color rendition. ICC profiles can be updated as needed (e.g., typically only whenever a new media type is added) to ensure consistent, precise color output when using Canon professional printers.

Customizable and Scalable to Fit the Needs of Your Studio, Today and Tomorrow.

Studio Solution can help you streamline your business today, whether yours is a modest operation or a larger studio with many employees. The software can be installed and used on a single personal computer, or it can be configured for use



on multiple networked workstations. Start building your customer base, or easily import information from existing databases. Because the software is server-based, network-friendly and completely scalable, it will work with you and help you make critical transitions as your business grows.

Maximize Your Staff's Time and Talents.

Employee management is an important part of running any business, and Studio Solution puts you in charge. Using a simple, intuitive interface, you can enter all pertinent employee information. Alternately, if you already have employee information entered in another application that can

export .csv files, you can save time by importing that existing database directly into Studio Solution. Employees can then be assigned specific roles — for example, photographer, manager, or sales staff — which the software can then use to help you with task scheduling and controlling administrative rights and permissions. You can also assign work hours to create ongoing staff schedules.

Maintain and Fully Leverage a Comprehensive Customer Database.

As with employee information, Studio Solution lets you enter or import customer information into its database. In addition to basic contact information, the software can also keep track of your customers' birthdays, and can link family members. Because a high-powered relational SQL database engine is at the heart of Studio Solution management tools, your customer information is permanently linked to pertinent image, employee and calendar data for easy retrieval and reporting.

Easy-to-Use Calendar-Based Work Scheduling.

The powerful Calendar tool in Studio Solution simplifies important business functions and provides many useful ways to view the work schedule. Appointments and booking can be



made directly via the Calendar. A studio manager can then assign the required staff and reserve the needed room or space for the anticipated time slot. An automatic

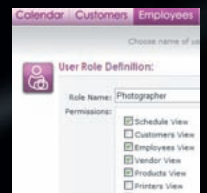
confirmation call reminder feature makes a calendar entry one day prior to the shoot so that your staff can contact customers to minimize no-shows. If you reschedule the booking, the confirmation call reminder will automatically update. The Calendar provides numerous useful views of your studio's schedule. Not only can you view events by day, week, month, etc., you can also call up customized views, such as "Fridays for the entire month."

Reports to Help You Run a More Profitable Business.

Because Studio Solution keeps track of inventory and sales in addition to customer and employee data, it can generate powerful reports that you can use to analyze and streamline your business. Such reports can help you make important decisions, such as what products and services should be added or deleted from your offerings and what you should charge for them.

Full Control Over Rights and Permissions.

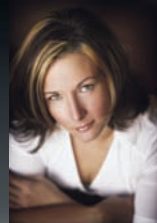
Studio Solution gives you, as system administrator, complete power over rights and permissions based on the roles you assign to your staff members. For example, although a photographer on your staff would be able to see the original shoot booking and any associated special customer requirements, the level of access to the software would prevent them from making changes to the original order. In this manner, you can fully control the studio workflow in a networked environment, assigning functionality as required for specific staff roles.



“Canon's Studio Solution software has made running my business a breeze. With great image control and organization, as well as full-featured reporting, my studio runs more efficiently than ever! Canon has put my business management and imaging control in one box...with the highest quality!”

— Michele Celentano

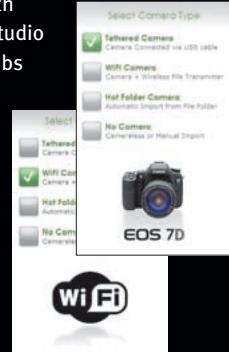
Explorer of Light



Powerful, Timesaving Photographic Tools

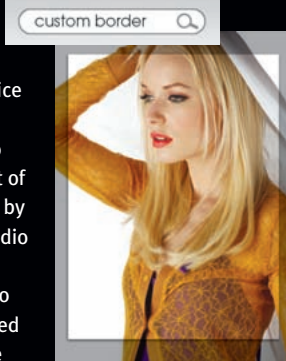
Acquire Images Using a Choice of Import Options.

Once you've set up a customer session in Studio Solution, you can shoot with your Canon EOS Digital SLR as usual. The images you capture can be transferred to the software using any of four different methods. Your Canon EOS Digital SLR can be tethered to a Studio Solution computer using a USB cable. You can also send images wirelessly from your Canon EOS Digital SLR to the software using a Canon Wireless File Transmitter (operating in FTP server mode) on the camera and a WiFi connection. With either of these methods, Studio Solution automatically grabs image files from your camera as you shoot, making it unnecessary to take any additional transfer steps before proceeding with image processing. You can also transfer image files from the camera by setting up a "hot folder" on your computer or network. Images placed in the folder are then automatically imported into Studio Solution. Finally, you can manually import images from any storage media that you can access on your computer, such as memory cards through a memory card reader.



What You Shoot Immediately Becomes Part of Your Studio Solution Database.

Imported images are automatically cataloged in the library folder designated for the customer and job and become an integral part of your database. They are instantly available for processing and editing, and you can tag your images with additional shoot data, such as keywords, to enhance identification and narrow future database searches. A keyword can be used, for example, to batch-perform a value-added service option, such as a custom border, to only a specific set of images identified by that keyword. Studio Solution can also archive your photo files to pre-selected long-term storage media, such as network-attached hard drives or CD and DVD media.



Shoot in Live View Mode with Remote Camera Control.

When your Canon EOS Digital SLR is tethered to your computer via a USB cable, Studio Solution gives you powerful shooting options. Canon EOS Digital SLRs connected via a USB cable are automatically detected by the software. Moreover, the camera can feed the live image to the computer, where it can be viewed in the Photo Workshop module of Studio Solution software. When you're ready to trip the shutter, you can do it at the camera or at your computer using the spacebar.

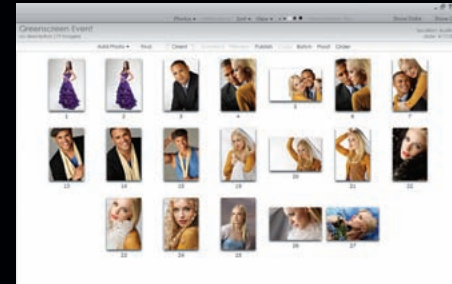


Simplified Image Management.

The images you shoot and import can be easily accessed and managed within the Photo Library module of Studio Solution. It is a centralized "bank" where you can browse your photographs, view histograms and other important image-related data, and organize them as you see fit. When you double-click on an image in the Photo Library,

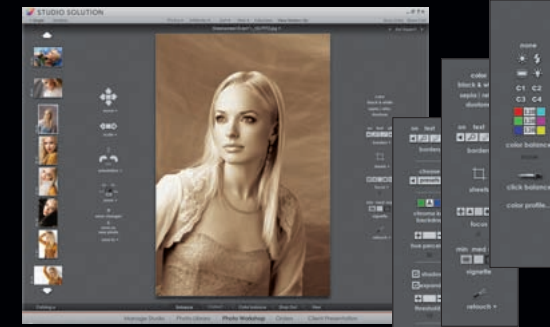


it automatically opens in the Photo Workshop module, where you can quickly and efficiently perform desired enhancements.



Quick and Powerful Image Enhancement and Retouching.

The Photo Workshop module within Studio Solution provides an easy way to make the most common image adjustments, such as blemish removal, red-eye reduction, sharpening, white balance and tonal corrections. You can even quickly perform more advanced image editing operations, such as black-and-white, sepia tone, and duotone conversions, customized borders and text, and vignettes. With RAW files, you can additionally use Canon Picture Style presets to make fast adjustments based on parameters such as lighting, subject type and personal preferences. With one



click, you can open the Retouch Workshop, which gives you access to familiar tools for advanced photo editing, such as clone, dodge, burn, paint brush and lasso. These tools are fast and easy to use, saving you time not only in image adjustment but also in staff training. With Studio Solution you can also perform quick global adjustments to multiple images from a shoot. Such adjustments can also be saved and automatically applied to future images upon capture or import.

"Roundtrip" Adobe® Photoshop® Image Editing.

For more complex image adjustment, Studio Solution gives you one-click access to Adobe Photoshop® for a "roundtrip" editing session that is seamlessly integrated



into your workflow. You never have to exit the Studio Solution environment, and your image enhancements are immediately incorporated and reflected in the Library, becoming part of your database. You never have to worry about "losing" images to an external application.

*Adobe® Photoshop® software must be purchased and installed separately on your computer.

Non-Destructive Image Editing.

Changes you make to your photos are non-destructive within the Studio Solution workflow. That means while your adjustments are saved along with your image data and applied as required, your original high-bit-depth, high-quality capture data remains intact and unaltered. This ensures the best possible image quality right through to prints, and you retain the option to go back to your original image to change or redo adjustments at a later date.



“Since installing Canon’s Studio Solution software, studio management and image processing have become much easier. All my images are tied to my customer info. The sales tools in Studio Solution encourage my clients to buy bigger prints which are now printed in-house, improving quality, control and revenue.”



— Clay Blackmore
Explorer of Light



Profit Boosting Tools for Value Added Products

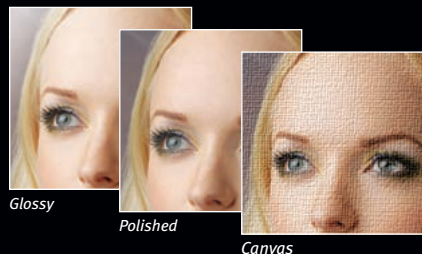


Upsell, Sell More.

Canon's Studio Solution incorporates numerous modules that enable you to easily create value-added products and services. What's more, the software includes sophisticated presentation tools that you can use to show your customers all of the possibilities. Using the software, you can even take orders as you present your product packages, thus greatly simplifying the process of selling your work.

Fast Proofing.

If your customer wants a proof sheet from a shoot, you can quickly print one from the Photo Library module. Numerous options are available, enabling you to customize the appearance of the proof sheets. Photos can also be proofed on-screen if desired.



Built-in Library of Borders and Templates.

Studio Solution includes a comprehensive collection of attractive borders and templates that you can easily add to your images. From within the Photo Workshop module, you can simply choose one of the supplied borders, or you can use the Border Workshop, where you can start with an existing border, modify it as desired, then save it to the library for future reuse. You can change a border's size, color and transparency, and even add custom

text. You can use templates in a similar manner for custom products, such as sports trading cards, calendars, invitations, or business cards. Templates can be composites of multiple images printed on a single page. You can add text and even barcodes to templates. Moreover, templates can be two-sided, and you can modify front and back sides separately.

Built-in Green Screen Capability with a Library of Backgrounds

If you shoot your subjects in front of a green or blue screen, you can use Canon's Studio Solution's built-in chroma-keying features to quickly and easily add different backgrounds to your shots. Hue and threshold adjustments simplify fine-tuning of the chroma-key, enabling you to rapidly make clean, natural-looking drop-outs. As with borders, Studio Solution includes a variety of backgrounds in its library, but you can easily add and use your own. You can combine green screens with custom backgrounds and templates to create — with minimum effort — unique and attractive "upsell" products for your customers.



Sales-Oriented Client Presentation Mode.

Sitting down with your client to show the results of your work is an important step in the business process, not least because it presents a golden

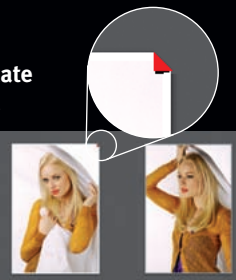
opportunity to maximize sales of products and services. Studio Solution incorporates advanced presentation capabilities that help you upsell and maximize profits. You can quickly build a slideshow that enables your customer to view images in high-resolution — on a dedicated monitor or Canon REALiS projectors, if you prefer. You can enhance the slideshow presentation using special features, such as room simulations (which can show how prints of different sizes and borders might look in a typical room display situation). You can also elect to play background music during the slideshow using the music files on your computer. You can even enhance your branding by including your studio logo as a graphical element throughout the slideshow.



REALiS WUX10 Mark II

Image Comparison Features that Facilitate Ordering Decisions.

The Studio Solution client presentation mode includes a highly useful image comparison feature that enables your clients to view photos side by side. A photo candidate can be "dog-eared" so that it remains unchanged throughout the side-by-side sequence. A seemingly simple feature like this makes it much easier for your customers to make comparisons



and choices. The presentation mode also includes a 5-star rating system that can also be used to facilitate print ordering. Sorting images by the customer's own ratings often speeds the decision-making process.

Integrated Shopping Cart for Fast, Simple Ordering.

Studio Solution integrates the presentation and ordering processes not only to save time but also to maximize your sales. At any time during a presentation, you can add products and packages to a running, real-time shopping cart as your customer makes ordering decisions. Your product packages are those you've pre-entered into your database, and individual items can be enhanced by value-added services, such as custom borders or templates. You can opt to show or hide prices during this process. When you've finished your presentation and the shopping cart is complete, you can auto-generate a receipt for your client.



Advanced, Automated Fulfillment Capabilities.

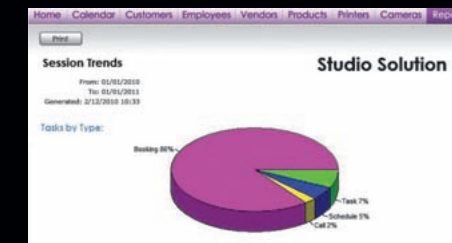
Once an order has been placed, Studio Solution takes over many of the fulfillment functions to make your life much easier. You can, for example, use the auto-print function to send print jobs to your in-house Canon printers. If you have multiple printers, the software can auto-select and route the job to your different imagePROGRAF and PIXMA Pro printers based on factors such as print size and workload. (You can also send print jobs to non-Canon printers that are installed using standard Windows drivers.) Print jobs can also be saved as "virtual printer" raster files for later output. Output files can also be automatically burned to CD or DVD for your customers or sent to outside service providers; as an example, for image sizes or media formats you cannot accommodate in-house. The software can also prepare detailed invoices automatically once the order is fulfilled.



Powerful, Exportable Business Reports.

Studio Solution can help you run a more efficient business by leveraging its internal SQL database engine to produce highly useful reports. You can, for example, auto-generate reports that

detail staff activity, analyze sales by product packages and services, or show business trends. Various reports can be exported as .csv files for use in other programs, such as spreadsheet or accounting applications.



Technical Support and Product Training.

An integral Help System guides you through the use of Studio Solution. In addition, product support Web links are included throughout the Studio Solution user interface so that questions can be quickly answered. Live customer support is also available via a toll-free telephone call. Those who seek product training can go online to the Canon Digital Learning Center. Classroom-style training will also be offered in select cities throughout the United States. Individual and group on-site training can also be provided.



"With Canon's Studio Solution software, workflow — printing in particular — is greatly simplified. The amazing thing is how Canon has incorporated top-notch image quality while simplifying the process. I can shoot, process, catalog and print my images as well as manage my customers and vendors with one intuitive application."

— Eddie Tapp
Explorer of Light





Canon Image Quality — The Choice of Professionals

Canon Professional Digital Imaging Products, Tightly Integrated for a Streamlined, State-of-the-Art Studio Workflow.

Studio Solution is true “studio in a box” software that brings unprecedented efficiencies and a cohesive workflow to professional photography businesses of all sizes. And because it interconnects and integrates Canon professional digital imaging products — EOS Digital SLR cameras, imagePROGRAF and PIXMA Pro printers, and REALiS projectors — the system confers all of the benefits of powerful Canon technologies. The completely Canon workflow, from capture to output, maintains excellent image integrity, ensures precise color management, and gives you access to a world-class and one of the most comprehensive systems of professional photographic tools in the world. When you combine the powerful management and workflow features of Studio Solution with its underlying Canon imaging technologies, integrated Canon hardware and software tools, you have a winning formula for success that you can begin using today.

Canon RAW Image Processing for Superb Quality.

With Studio Solution you can take full advantage of a RAW image processing workflow. You can use a high bit rate (14 bits per color channel on the newest EOS Digital SLRs) to ensure a wide dynamic range and exquisite image detail and gradations. Because Studio Solution uses the Canon Digital Photo Professional RAW processing engine and algorithms, you are assured all of the image quality benefits of a wide-gamut color space and precision color management.

Moreover, you can use Canon Picture Style presets to process your RAW images, thereby greatly simplifying the process while ensuring outstanding final results.



Canon EOS Digital SLRs — a Preeminent Professional Choice.

Today’s professional photographers are, by necessity, digital imaging experts. It is telling, therefore, that many depend on Canon EOS System more than any other system for digital image acquisition. EOS Digital SLR cameras continue to push the technology envelope, enabling not only still, but now also Full HD video capture with awe-inspiring image quality and spectacular versatility. The superb range of EF lenses, sophisticated Speedlite flashes and a comprehensive array of system accessories empower and inspire discerning professional photographers to discover new frontiers of creativity.



advanced quality and performance to wide-format photo printing. The 12-color Canon LUCIA ink set delivers a substantially wider color gamut than many other competitive printers, thus ensuring a far greater range of available colors for richer, more vibrant prints. The ink set includes three levels of gray — Black or Matte Black, Gray and Photo Gray — to deliver black-and-white photo prints of exceptional tonal detail. And because LUCIA inks are pigment-based, prints are fade-resistant and have excellent archival characteristics.



Furthermore, because Studio Solution software uses the Canon Digital Photo Professional image processing engine at its core, it supports direct output of 16-bit image files to imagePROGRAF printers.

Studio Solution can also take full advantage of nested output



capability when outputting jobs to imagePROGRAF printers. For example, when printing on rolls, you can combine images of different sizes to make the most efficient use of the printable area. This feature alone can save photo studios significant amounts in media costs and printing time.



Canon PIXMA Pro Printers.

Canon PIXMA Pro photo printers are redefining output quality, performance and convenience. Employing extraordinary ink



and print head technologies, sophisticated drivers with advanced color controls and compatibility with a broad selection of papers and specialty media, Canon PIXMA Pro photo printers are meeting, and even surpassing, the expectations of the most demanding professional photographers. They feature high-precision Canon FINE (Full-photolithography Inkjet Nozzle Engineering) print heads, each of which has thousands of nozzles that can release microscopic ink droplets as small as 1-picoliter in a single



pass. Capable of plotting thousands of ink droplets each second, the high-density nozzle pitch ensures fast, high-resolution printing with sharper detail and less grain.



Canon REALiS Projectors.

Canon products are synonymous with optical excellence, advanced image processing and superb performance, and the Canon REALiS family of projectors is no exception. REALiS projectors are compact, easily portable and deliver bright, high-resolution images thanks to innovative LCOS (Liquid Crystal on Silicon) and proprietary Canon AISYS light engine technologies. Their versatility and exceptional image quality make them ideal for client presentations and many other applications in professional photo studios.



Canon imagePROGRAF Wide-Format Printers.

Photographers seeking to produce their own gallery-grade inkjet prints have had limited choices...until Canon answered their needs with the imagePROGRAF series printers. They feature impressive new technologies that bring superbly



imagePROGRAF Large Format Printer



PIXMA Pro Printers



Studio Solution Software



EOS Digital SLR Cameras



REALiS Multimedia LCOS Projectors

A Simple, Efficient and Profitable Workflow

From reception to invoicing, Canon's Studio Solution gives you unprecedented integration and comprehensive studio management in a completely scalable software package. Whether you are a one-person studio running the software on a single laptop computer or a larger enterprise with multiple employees and networked workstations, the workflow is streamlined, easy-to-use and professional, reducing business-related costs while maximizing sales and profit potential. The intuitive interface simplifies staff training requirements, and the cohesive modules lead you naturally and effortlessly from one step to the next, enabling you to manage a highly efficient, automated, profitable studio.

The Booking

With Studio Solution running on your computers, you've already entered all of the basic data crucial to running your business — you've entered studio information and company logo, you've imported your client contact lists, entered staff members and their roles, along with all of the products and services you offer.

Now, merely by entering your new customer's contact information — along with any special requests or notes to your staff — you've started the process. Studio Solution both follows your customer and leads your staff from beginning to end, taking you step by step through a smooth workflow that will get the job done with supreme efficiency.

RECEPTION

Customer Information

Customer information is easily entered and automatically linked to appointments, staff assignments, images, sales history and billing.

Contact and Employee Information

Existing contact and employee information can be quickly imported from the databases you already have.

Customer Databases

Business-building customer data, such as birthday tracking and links to family members, can be entered and used to generate reminders in a timely manner.



Assignments

Staff and studio (shooting room) assignments can be easily made via the intuitive calendar interface.

Automatic Reminder

Entries for reminder calls are automatically generated, enabling you or your staff to contact clients in advance of a scheduled shoot. This minimizes studio downtime.

Relational Database

A powerful relational database engine maintains client information and tightly links all job elements throughout the workflow.

SQL Database

Use of a standardized SQL (Structured Query Language) database enables powerful reporting capabilities for business analysis.

Business Reports

Business reports can be exported to external applications, such as spreadsheets and for use in many accounting programs.

Permissions and Rights

Permissions and rights based access to the program facilitates employee management, prevents operational errors and assures business security. The system administrator can define and assign employee roles, and limit access to specific studio operations based on those roles.

Scalability

The Server-based system design makes the software completely scalable to fit the size of any studio operations, small to large. Additional workstations can be added at any time via standard Windows networking.

SHOOTING

Wired and Wireless Shooting

Canon EOS Digital SLR cameras can be connected to Studio Solution via USB cable or WiFi wireless* using a simple camera setup interface.

Live View Shooting

USB-tethered EOS cameras enable Live View shooting from the computer screen with remote AF and shutter release control.

Import Image

With USB- or WiFi-connected cameras, images are automatically imported into Studio Solution.

Hot Folder

Image files can also be imported via a "hot folder" setup or manually, such as via a memory card and card reader.

Photo Library

Imported images are automatically cataloged, organized by job and linked to the customer and session within the database.

Automatic Renaming

Cataloged images can be renamed (with automatic file renaming) for easier identification and to facilitate subsequent searches.

Keywords

Photographer information, including keywords, can

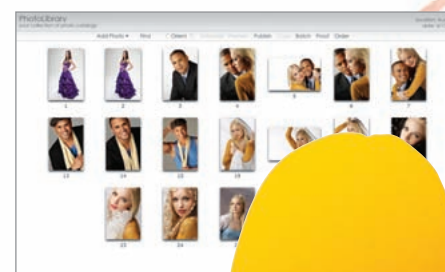
The Studio Session

Each morning, your photographer logs into Studio Solution and sees the day's jobs and every assignment on their own calendar. It tells them not only the time of each shoot but also the designated studio, the nature of the job, and any special customer requests or requirements. This enables the photographer to choose the best equipment for the job and ready any needed setups, such as a props or green screen backdrops, well in advance of the customer session.

At the beginning of the session, the photographer simply tethers the Canon EOS Digital SLR to the studio computer using a USB connection. This not only enables Live View shooting via the computer monitor, but also immediately transfers every shot directly into the Studio Solution Photo Library. There, the images are automatically cataloged and added to your customer's database, ready for processing.

If you need more freedom, Studio Solution also makes it easy to capture images wirelessly into the computer over WiFi using one of the Canon WFT Wireless File Transmitter. Images are quickly transferred into the Studio Solution database, and are then immediately available.

Studio Solution fully supports the capturing and editing of Canon RAW files, making it possible to take advantage of the higher bit depth, advanced Canon image processing algorithms and the non-destructive editing capabilities built into Studio Solution.



You can also choose to capture JPEG images to take advantage of the EOS Digital SLR's superb internal image processing and make the best use of memory card storage capacity. Studio Solution provides full support for a JPEG-based workflow, using the same non-destructive processing to assure the best possible image quality.

Capturing images against a green screen backdrop is easy, letting you use later the powerful chroma-keying capabilities built into Studio Solution.

On Location

Over the weekend, the assignment was a wedding, and while you could have easily shot wirelessly into your laptop using Studio Solution, you chose to travel light and shoot everything to memory cards. Studio Solution can handle this workflow as effortlessly as if you were shooting in the comfort of your own studio.

Images captured on-location are easily imported into the Studio Solution library using a memory card reader. Once transferred, they are automatically cataloged and added to your customer's database, where they await any further processing within Studio Solution, just as with the directly transferred studio images.



SALES

Sales Presentation Tools

Take advantage of powerful built-in sales presentation tools to maximize sales of products and services.

Custom Product Packages

Custom product packages and pricing; this information is added to the database and used during the shopping cart ordering and invoicing process.

Slide Shows

Quickly and easily create high-resolution slide shows for client presentation. Slide shows can be viewed on a dedicated monitor or via a projector.

REALIS Projector

Using a REALIS Projector, images can be projected and presented "life-size" showing the customer how they would look in their home.

Background Music

Enhance the mood with background music. You can select your own slideshow background music from a folder on your computer.

Proofing

Built-in proofing feature makes it possible to create on-the-spot client proofs and "contact sheets" in a variety of customizable formats.

Sales Presentation

Sales presentation mode uses a clean, uncluttered

interface that shows images in the best possible light.

Simulated Effects

Simulate print paper types to show your clients the effects of print options, such as borders and paper textures.

Dog Ear Feature

Images can be easily compared — the "dog ear" feature creates a reference image for side-by-side comparison to facilitate photo selection.

5-Star Rating System

Images can be tagged using a 5-star rating system for subsequent sorting and purchase decision-making.

Logo Incorporation

Enhance your studio branding by incorporating your logo on presentation screens.

Integrated Shopping Cart

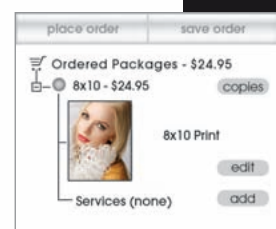
Use the integrated shopping cart to build your customer's order as you are presenting photographs and package options. The integrated shopping cart is automatically updated with custom product and service packages previously added to the database. You can elect to show or not show pricing in the shopping cart.

Receipts

A receipt can be automatically generated when the sales presentation and ordering are finished.

Routing Orders

Orders are immediately routed for fulfillment.

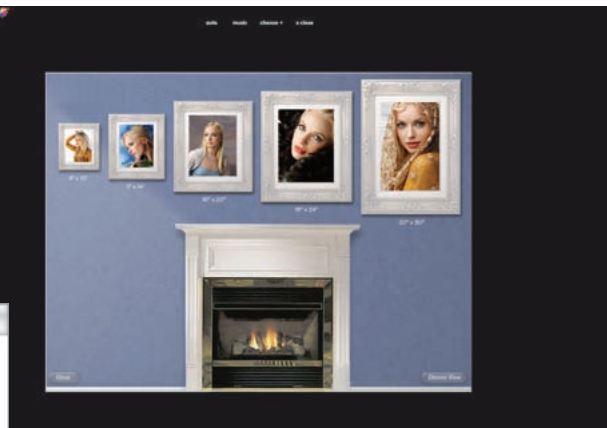


Making the Sale

Within moments after the last shot is taken, Studio Solution's powerful sales presentation tools allow you to convert your images into a profitable order of products and services.

After a quick edit, you're ready to sit your clients down in front of a monitor — or better yet, a Canon REALIS projector — for a slide show of their images. The show, easily created in Studio Solution, presents your images in the best possible light — in high resolution and with brilliant, accurate color. You can even add background music to enhance the viewing experience.

You can use Studio Solution's presentation features, such as side-by-side image comparison, and a 5-star rating system to help your customer narrow down their choices and make their final decisions.



Enhance to Upsell

You can then enter an interactive presentation, during which you show your customer how:

- Images can be enhanced by adding features, such as borders and templates.
- Prints on different media, like canvas or a matte surface, might look.
- Prints of different sizes might look in a room setting over a sofa or fireplace.
- Combinations of templates and backgrounds might be used to create value-added items, like sports trading cards or calendars, and multipurpose the captured images.

Throughout the presentation, as your customer makes purchase decisions, you add products, services and various packages — all previously entered into the database — into an integrated shopping cart. Your customer decides on a package comprising different print sizes, several extra prints with special border treatments, a family calendar, a quantity of holiday greetings cards using custom backgrounds and text, and a CD of image files suitable for use on a Web site.

When you've finished with the sale, you can immediately, and automatically, print a detailed receipt for your customer to confirm the order. This receipt includes all packages and additional products and services ordered, plus taxes and shipping costs as appropriate.

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Photo Workshop

The Photo Workshop module provides easy-to-use, immediately accessible, image adjustment controls, such as exposure, contrast and white balance.

More Options

Frequently used corrections and enhancements — red-eye reduction, sharpening, black-and-white/sepia tone/duotones and vignettes — can also be performed within Photo Workshop.

Retouching Capabilities

Retouch Workshop is one click away. It provides additional easy-to-use tools for advanced photo editing, including:

- Exposure
- Contrast
- White balance
- Tonal Corrections
- Sharpness
- Blemish removal
- Red-eye removal
- Selection options
- Dodge and burn
- Clone tool
- Custom brushes
- Soft focus effect

Batch Editing

Batch editing is also possible: perform quick global adjustments to multiple images from a shoot. You can also save and automatically apply your adjustments to other catalogs.

Roundtrip Editing

"Roundtrip" editing with Adobe Photoshop enables more complex image manipulation without having to exit Canon's Studio Solution workflow environment.

Non-Destructive Image Editing Workflow

The non-destructive image editing workflow ensures that your original high-bit depth, high-quality capture data remains intact and available for future re-editing.

Easy-to-Use Interface

Consistent, simple interface from module to module (Photo Library, Photo Workshop, Retouch Workshop) maximizes ease of use and provides a non-disruptive workflow.

Enhance to Upsell

Numerous built-in photographic enhancement tools enable fast creation of high-quality, value-added products for "upsell" opportunities.

Package Offerings

Large pre-installed library of borders and templates can be easily modified or expanded to create new product and package offerings.

Borders

Borders can be easily modified, for example, by changing size, color and/or transparency, and by adding text. Newly created borders can be added to library for easy future reuse.

Built-in Library

Choose from a built-in library of green screen backgrounds or import your own photographs and templates.

Combine Backgrounds and Templates

Combine backgrounds and templates (with added text, if desired) to create highly customized offerings for your clients.

Templates

Templates for high-demand specialty products — such as sports trading cards and holiday cards — are supplied and pre-installed in the library for immediate use.

Custom Templates

Templates are easily customizable — using composite images, text and even barcodes — and can be saved in the border library for reuse.

Fine-Tuning

Easily "drop-out" green or blue screen images onto different backgrounds using simple hue and threshold adjustments that enable fine-tuning of the chroma-key effect, facilitating clean, natural-looking edge transitions.

Picture Style

Full access to Canon EOS Picture Styles provides customizable, convenient image processing, delivering superb photographs with less time and effort on RAW workflows.

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