



Kodak

InSite

Creative Workflow

streamlined collaboration

with all new HTML5 based applications

100% JAVA FREE

Kodak InSite Creative Workflow



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Today's print and multichannel marketing projects are involving globally separated teams working on multiple projects and sub-projects. Managing the tasks associated with these projects is critically important for brand owners and designers as accurate content creation is essential if you want to avoid rework, print delays, and increased costs for your print production business.

Kodak InSite Creative Workflow allows you to collaborate with creative teams, prepress staff and clients, while keeping tight control over reviews, revisions, approvals and assets. Teams can manage the proofing and client approval cycle with speed and ease—and with an audit trail.

InSite Creative Workflow is a Web-based system for centrally organising creative projects. Its simple-to-use yet powerful interface promotes teamwork and

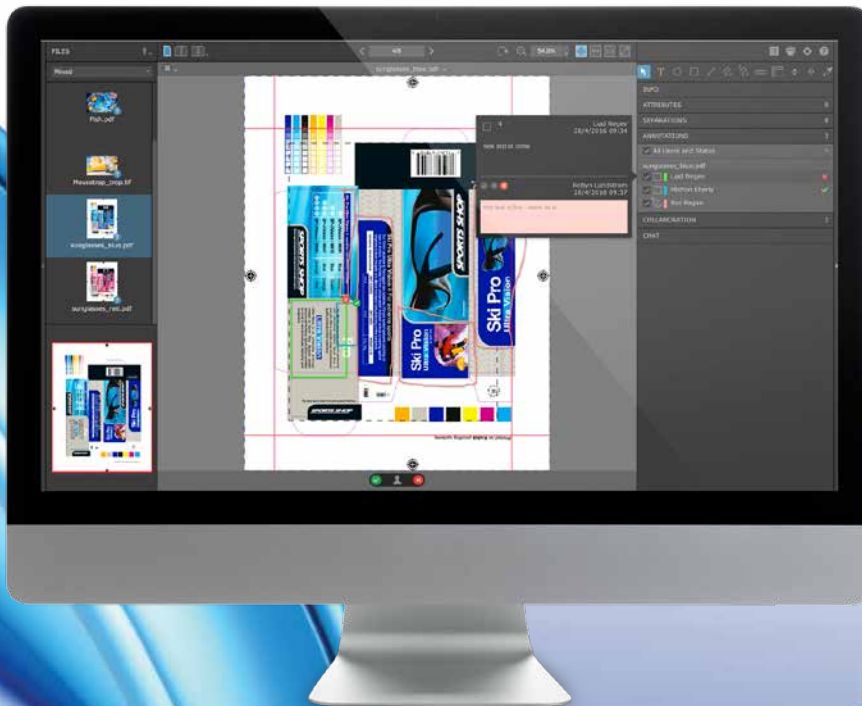
improves the efficiency of graphic design development from early drafts through to prepress.

Approvals are organised by task; the project's administrator defines the tasks and invites team members. Team members have their own Task Dashboard with a "My Tasks" indicator, so they can understand, at a glance, their responsibilities and the review/approval structure. InSite Creative Workflow can easily handle multiple, often overlapping approvals that are common in multi-element projects with corporate branding components.

Smart Review: online review, annotation and approval

Smart Review is a streamlined, intuitive tool for online review, annotation and approval. Now HTML5-based, Smart Review manages the review process for graphics and layout files in any of the standard file formats, including PDF, JPG, AI, TIFF and more.

For colour-accurate onscreen proofing, add **Kodak Matchprint** Virtual Technology, and save on the costs and delays of hardcopy proofing—even with spot colours and RGB elements.



An integrated solution for print service providers

InSite Creative Workflow includes an online job submission toolkit that provides a complete workflow for graphic lifecycle management, content approval and file delivery. It is a part of Kodak's suite of production and portal solutions that connect and empower communication creation and delivery.

InSite Creative Workflow can be tightly integrated with **InSite Prepress Portal** for single-log in access to jobs and projects.

When integrated with **Kodak Prinergy Workflow** and Rules-Based Automation, key touchpoints in the creative and approval process can be automated, from email alerts to automated submission to prepress, to file archiving and more, for increased productivity and reduced costs.

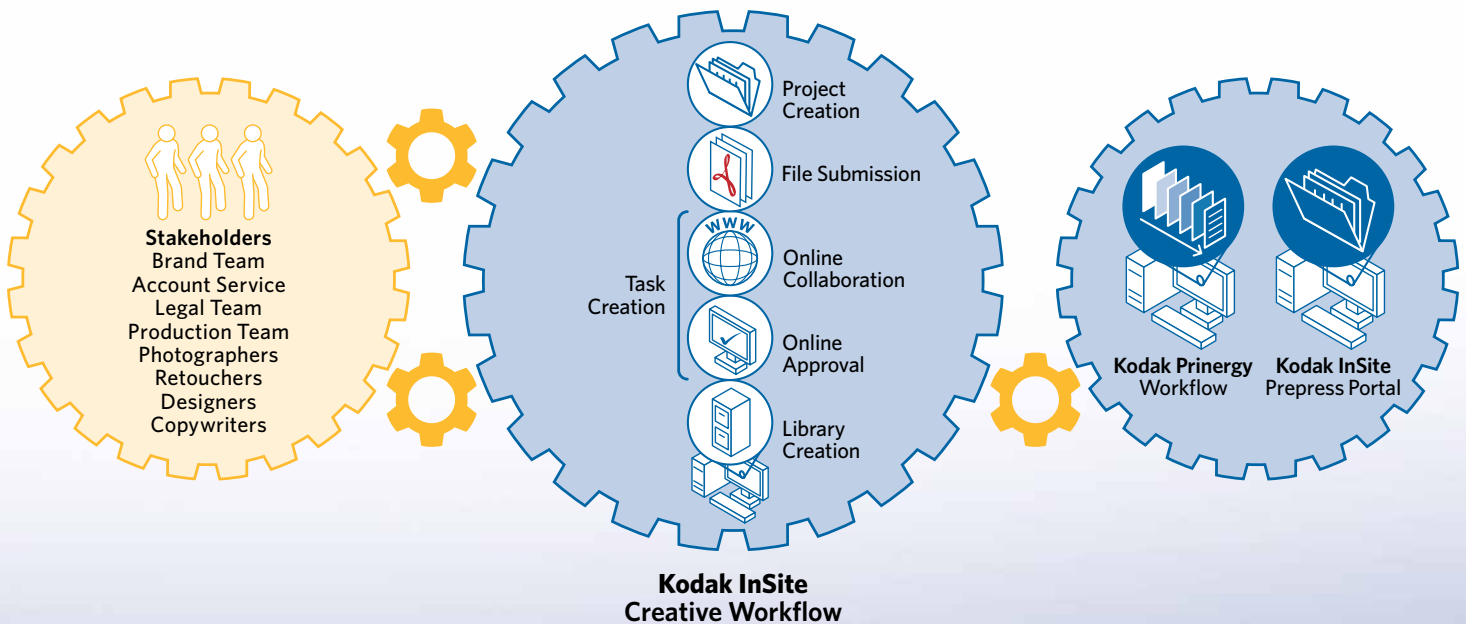
Build loyalty and increase the value of your services

InSite Creative Workflow System builds customer loyalty with its ease of use, convenience, and speed. It fosters

collaborative working relationships between designers, clients and print professionals. It empowers creative teams while enforcing approvals and improving quality control. Print service providers can host the system for customers such as ad agencies, publishers, and creative professionals—and use it in-house, with their own design staff.

InSite Creative Workflow

Kodak InSite Creative Workflow allows you to collaborate with Brand Owners, creative teams, prepress staff and clients, while keeping tight control over reviews, revisions, approvals and storage of approved assets long term. When integrated with **InSite Prepress Portal** and **Prinergy Workflow** you can drive even more efficiency and cost savings.



InSite Creative Workflow System Highlights

Customer Upload and Download Options

- Upload and Download easily via a powerful HTML5 interface
- “Drag and Drop” enhancement allows for simple upload/download into your project or library

Task-based Approval Workflow

- “My Task” dashboard shows your list of tasks, status and due dates
- “Manage Task” dashboard shows you an overall view of customer Projects and Tasks. Tasks and Projects can be searched by status, user, owner etc.
- Outstanding tasks can be tracked by users; administrators can track any task’s status
- Reviews and Approvals can be required for any file within a project

Attributes

- User Defined Attributes can be created on a customer basis
- Attributes such as Photographer, Location, Designer, etc... can be associated to any file, task or Project/Library for ease of organisation
- User attributes are searchable

HTML5 Smart Review

- No Java required
- Allow multiple stakeholders to comment, review, or chat simultaneously
- Users can set their review or approve file status
- Standard file formats supported include: JPEG, TIFF, EPS, PDF, PNG, Adobe Illustrator/Photoshop files, etc.
- Compare documents in side-by-side or stacked views

Asset Library

- Digital Asset Management for secure central organisation of all your files
- Ability to search across multiple libraries

System Security

- Secure, controlled-access logins; users have access to and visibility of their projects/libraries only
- View the complete log of activities for any project/library, including reviews and approvals



Options

Kodak Matchprint Virtual Technology

- Provides colour-accurate soft proofing on calibrated monitors – saving time and money on contract proofs
- Includes RGB files
- Manages colour targets (ICC profiles) from a Web browser

Kodak Prinergy Workflow with Rules Based Automation

- With the addition of RBA, you can reduce manual touch points with automation

Produced using Kodak Technologies.

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