

# Welcome to DigitalVision

Compelling Visual Content for Today's Digital Artist.

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Compelling visual content. You need it. You want it. But it's almost impossible to find. You either have to turn to expensive traditional stock agencies, commission a photo shoot or do some serious image retouching. All of which takes time and money. And the royalty free photo volumes you've evaluated don't come close to meeting your exacting standards of quality. Well, all that is about to change... here are the advantages of choosing royalty free first.

## Choice

Over 5,300 aesthetically and technically superior images. The photos and illustrations in the Digital Vision Collection are designed to meet the needs of today's most discerning creative professionals.

Most of the titles will provide you with a digital treasure chest of spectacular photography and unique illustrations. Most of the CD-ROM's showcase 100 thematically related images chosen by a team of expert picture editors and art directors and designed to provide you with the necessary visuals to effectively communicate your message. Whether you need a shot that captures the antics of an energetic baby boy, a silhouetted image of a frustrated corporate executive, a breathtaking photograph of the rugged Monterey coastline, a clip photo of a turn-of-the-century coffee grinder, or a hand illustrated picture of a whimsical cat, we've got you covered!

And this is only the beginning!

Four outstanding Libraries comprise The Digital Vision Collection.

We've divided our Collection into four distinctly separate Libraries to make it easier for you to quickly locate the images you need.

The Professional Photography Library is the home to numerous titles of eye-catching photographs that expertly document and portray people, business, nature, travel and more. All the people images are fully model released. It's where you'll turn to for high-powered photography again and again. These titles are a must for every designer's toolbox.

The Design Elements Library contains incredible titles that provide a unique combination of still life images, photographic borders and clip objects. Each disc is built around a central theme and provides just the right mix of elemental tidbits for your next design.

The Professional Illustration Library comprises spot illustrations, many of which have time-saving alpha channel outlines and hand-edited PostScript paths. From elegant Victorian artistry to fun and friendly illustrations for children, this Library has just what you need.

The Autograph Series is an exclusive collection of discs, each of which features the work of an individual photographer. Every set of images contains a unique interpretation of the theme and is characteristic of that photographers style. Designers will find a wealth of fresh, innovate images in the Autograph Series, where photographers find a commercial forum in which to showcase their work. Every CD is branded with the photographers portrait, signature and biography.

#### Cost Effective

What makes the Digital Vision Collection even better is that these incredible images are available royalty-free! This means our top quality images won't blow your budget!

No more costly search or usage fees.

No more money and time wasted digitizing and colour correcting images. Simply purchase the CD-ROM that contains the digital image you want to use in your marketing, advertising, promotional designs, editorial, on-line or multimedia projects. You just focus on doing what you do best – create exhilarating designs!

No liability for lost or damaged transparencies.

No negotiations and no hassles. It's that simple.

#### User Friendly

With Digital Vision, it's easy to find the image you need!

Searching for the perfect image is as easy as 1-2-3! The Digital Vision Collection contains more than 5,300 images, which means you have a lot to choose from. And searching for the images you need is fast and easy. In fact, we give you three ways to find the photos you want. First, you can take a visual tour through the pages of our photo-friendly Royalty Free Stock Catalogue. Second, you can either digitally navigate through our Royalty Free Stock Catalogue Browser CD by using the keyword database, or simply input the image number below each image in the catalogue. Or if you prefer the wired approach, you can search the Digital Vision Web Site for regular updates and special offers. Just type in our URL <http://www.digitalvision.ltd.uk>. Finding the Digital Vision image you want is really as easy as 1-2-3!

#### Order Direct

So are you ready to let our pictures tell your next story? Here's how you can get your hands on the exciting titles in the Digital Vision Collection. You can order the Digital Vision titles you want directly from us and we'll have them on your desk tomorrow!

Just call our number at 0171 351 5542 and let our friendly customer service representatives help you with your order. Prefer to fax your order to us? Our fax number is 0171 351 6487.

We got it right: creative, production and technical specs

When it comes to our commissioned photo shoots, we've spared no expense. First, we hired the shoots, rented the props, hired the models, obtained their releases and went around the globe to get just the right shot. Then our team of traditional stock industry experts and art directors got to work. They spent countless hours looking at hundreds of transparencies selecting only the most exceptional images.

Getting the technology specifications just right. When it came time for technology, we turned to a phenomenal team of experienced experts to take us through the critical process of professional drum scanning, colour correcting and retouching each image. We gave this team of colour industry veterans implicit instructions: deliver a technically superior product line with a commitment to true colour fidelity.

Professional drum scans – the key to our spectacular quality.

Only the best professional drum scans would do for the Digital Vision Collection. We started with a professionally oil mounted drum scan on a Crosfield Magnascan scanner. Each image was meticulously scanned, separated and saved directly into CMYK TIFF format at a finished size of 300ppi. Then we carefully colour corrected, colour balanced, sharpened and retouched each image by hand. Check out our technical specs, we think you'll be impressed! Most Digital Vision titles contain 100 images each in high, medium and low resolution. Each image has been saved in CMYK TIFF format and then JPEG compressed, so as to minimize any loss in image quality. Our high resolution image files are up to 30MB and provide exceptionally crisp details when output at 305dpi. Furthermore, when these high resolution images are printed at 200lpi they yield spectacular results. Medium resolution files are 10MB and provide an average image area of 5" x 7" at 305dpi. Our low resolution 2MB files are ideal for comping with a 3" x 2" image area at 305dpi. Each Digital Vision image has been optimized for high-quality offset printing. Digital Vision image files are available on dual platform CD-ROMs ready for use on both Macintosh® and PC systems and are accessible by any popular software program that provides support for JPEG and TIFF files. And finally, each title features a powerful Image Database which allows you to scroll through thumbnail-sized pictures of all the images contained on the CD-ROM, or you can simply either type in keywords and let the powerful Database find just the image you need or type in the number below the image you want from the Royalty Free Stock Catalogue.

Why did we choose CMYK mode over RGB mode?

All Digital Vision images contain true CMYK values. Because we have scanned and saved images in CMYK, which is the native format for four colour process printing, imagesetting is faster and colours are more accurate. In addition, potential production problems that can stem from unpredictable RGB to CMYK conversions are eliminated. Remember, colours that are produced on an RGB monitor are not necessarily achievable on a printing device. Simply put, when you print an RGB image you lose the colour details. We believe that our aesthetically superior images are meant to be seen in all their colourful and majestic glory. And the exceptional quality and clarity you'll see when you print a Digital Vision image, is all the proof you'll need that we made the right decision when we chose CMYK.

## Macintosh Configuration

Macintosh® IIci or faster, 16MB of ram or greater, 100MB of hard disk space. System 7.0 or later. Dual speed or faster CD-ROM drive. 24-bit color monitor.

## PC Configuration

486-compatible or better. 12MB of RAM or greater. 100MB of free hard disk space. Microsoft® Windows™ 3.0 or later. High resolution SVGA graphics card. 1MB or greater of Video RAM.

So what are you waiting for? Give us a call! It's time for you to get the images you've been searching for and to experience Digital Vision, the fresh alternative in digital visual content! If you are a photographer interested in submitting images please send them to Digital Vision.

## Image Usage

The Digital Vision Browser CD-ROM You can copy and preview all the low resolution images you want, but you just can't use these images in any final projects including website, on-line or multimedia projects! (Note: The same restrictions apply for preview/low resolution images you download from our website.) So what can you do with the 10 bonus high resolution images included on the Browser? Go for it! You can use them in any final projects.

Just a few more General Guidelines Images cannot be placed on-line in a downloadable or FTP format. It is a violation of the legal agreement to use these images to create pornographic, libelous, obscene or defamatory designs or images.

We kindly request a credit that reads '©Digital Vision'

## Credits

CD Design, Scanning, Graphic Reproduction, Multimedia & Consultancy Services

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Bradford England tel 00 44 (0) 1274 421 668

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