

GLOBALedit® Enables Web-Based Image Management, Talent Approval and Rights Managed Distribution for Busy Movie Studio Photo Lab



Warner Bros. Photo Lab

"We're very happy with GLOBALedit. It's allowed us to take an important step forward for our customers. The support and development team provide an exceptional level of professionalism and really listen to and address our needs."

Greg Dyro, Director, Warner Bros. Photo Lab

Background

For decades, the Warner Bros. Photo Lab has been servicing the major Hollywood studios and media companies, such as Warner Bros., New Line, Sony, Fox, MGM, Paramount, Universal, Disney, Overture Films, CBS Films, Independent Production Companies, HBO, and the CW Network. The company works with the biggest actors in the world, who edit and approve large numbers of promotional images around very busy shooting schedules. With the evolution and availability of web-based technology, Warner Bros. saw the need to migrate clients away from traditional paper image approvals to the web.

The Challenge

- Growing need to provide online access to photo shoots for studio productions.
- High cost and inefficiency of paper based talent approvals and photo edits.
- Manage busy photo lab and hundreds of individual users with specific and varying access requirements.
- Maintain security for highly valuable production photo assets.

The Solution

- Enterprise Hosted GLOBALedit® account.
- Approval Galleries for distribution and tracking of image approvals.
- Branded site and full administrative control for photo lab managers.
- High speed file upload and download using Aspera Connect.
- Integrated talent approvals and XMP metadata management for image approvals and captioning with talent and publicists.

The Results

- Faster servicing time for photo shoots.
- Fast user adoption due to easy to use interface.
- Reduced carbon footprint from lower paper consumption, and reduced DVD / hard drive creation and shipping.
- Managed workflow provides full job tracking from photo shoot to file delivery.

GLOBALedit® Photo Collaboration

An online photo collaboration and image management system that connects creative production groups

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