



Cabela's

Photo Studio

- Imacon Ixpress 528
- Rollei X ACT 2 System 6000
- 1 pop, 4 pop, or 16 pop (up to 384 Mb file)
- Imacon Flexcolor for initial image processing

Field Cameras

- Canon 1Ds Mark III
Rented last year, purchasing this year
- Raw file for processing
- Pushing metadata into files on location for SKU, location, etc.



Cabela's

Monitor Calibration

- Monaco View
- Eye-One

Digital Asset Management

- MediaBank
- Scripting used to auto-populate job jackets
- Use rights info for rights-managed images (single use, expiration date, product restrictions, etc.)
- Working on template for Media Bank to get other data from Photoshop file into MediaBank on ingestion
- Automatic update pulls AS400 product info, SKU, Set Number, product description, etc. to populate info fields in MediaBank



Cabela's

Annual Production Numbers

- Over 15,000 product shots per year in Cabela's on-site studio
- Includes 6,000 off-figure clothing shots
- Over 23,000 images processed by Prepress (includes model shots, vendor images, backgrounds, etc.)
- Approximately 17,000 Catalog and Retail flyer pages

Home-grown Solutions

- Online PDF library of legacy books allows merchandising to quickly view any or all of their presentations to identify carry-forward programs. Fully text-searchable for SKU, product description, etc.



Cabela's

Home-grown Solutions

- Digital shot notes (in the works) will streamline the new-photo process. Merchandising fills out form through web interface. System validates info against AS400, pulls previews of existing product from Media Bank. Can indicate "use this," "shoot like this," etc. Art Directors add their notes/instructions. Required fields make it easier on Samples Department to get all necessary info. Studio and Prepress get more details from easily-viewed, commonly-shared document!