

Implementing New Technology to the Process



PERISCOPE®

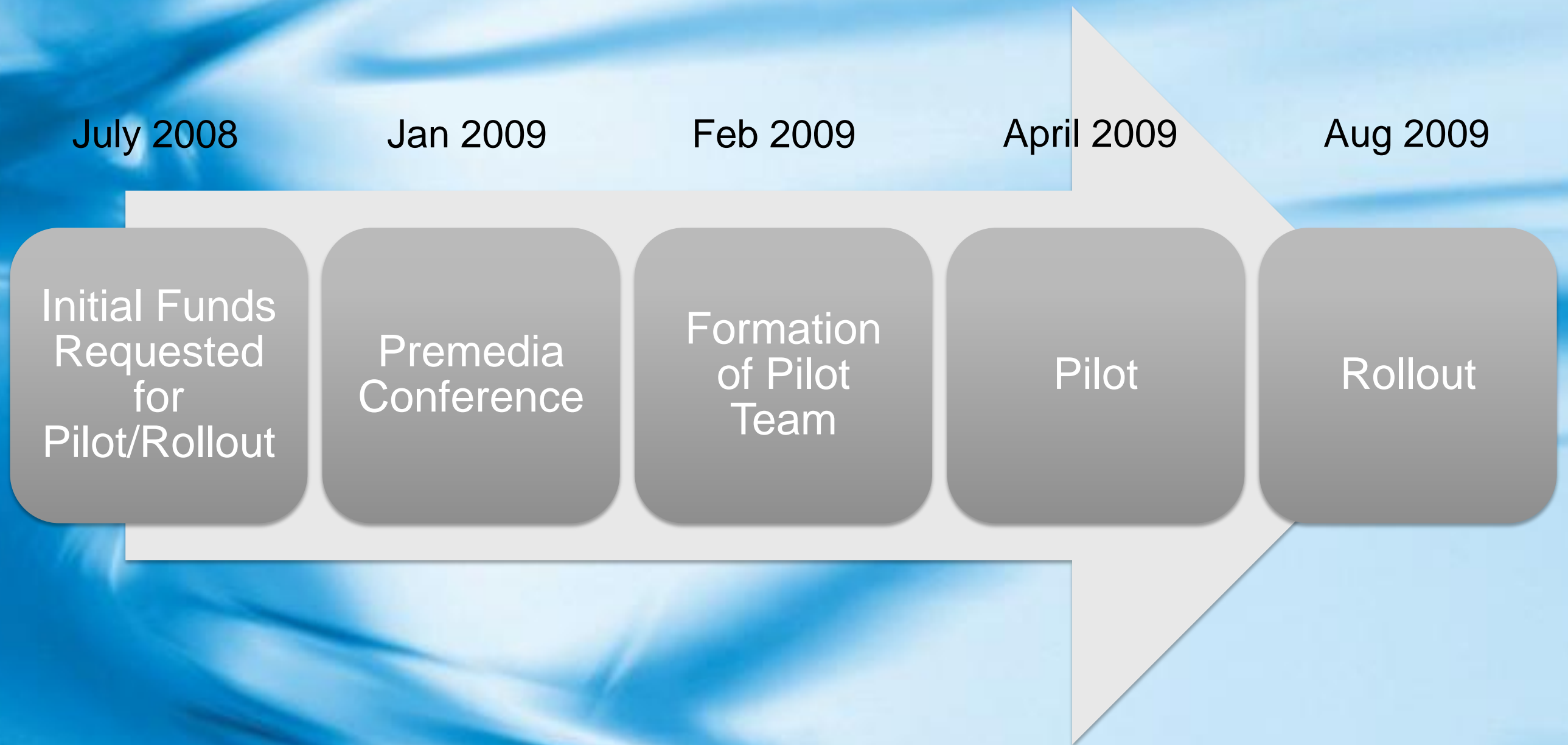
Case Study by: Darren Cotch – Target Corporation
Mike Austin – SGS International
Katie Kelly-Landberg - Periscope

Overview

Why Remote “Soft” Proofing?

- Printed proof eliminated, drastically reducing approval cycle times
- Reduction in materials resulting in cost savings
- Ability to view proofs from multiple locations
- Kodak InSite Creative Workflow System is user friendly and has proven to be valuable in reducing time to market

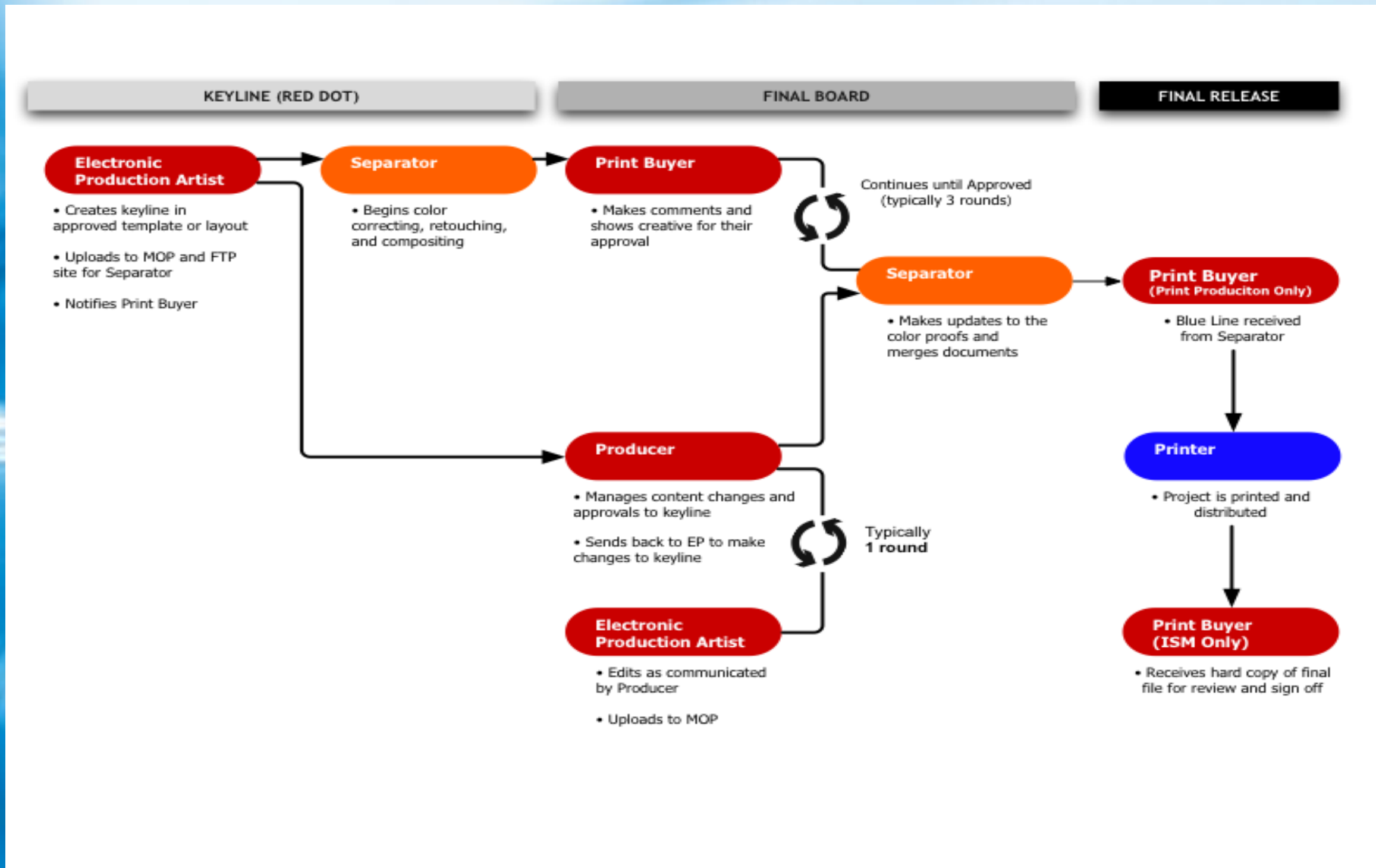
Timeline



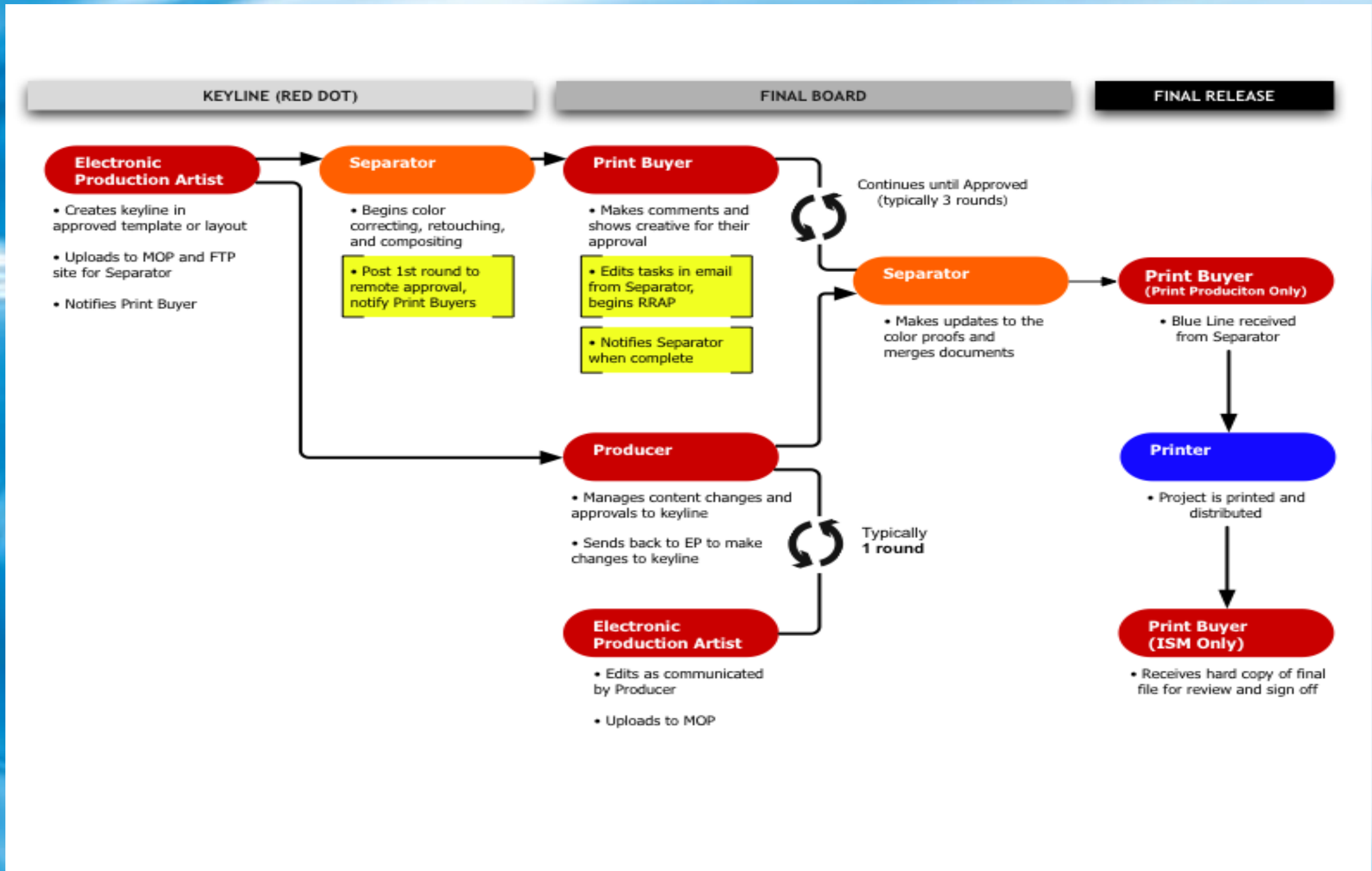
Equipment

- Apple 30 inch Cinema Display
- Mac Mini with 2GB RAM
- Apple Mini DisplayPort to Dual-Link DVI Adapter
- Apple Keyboard and Mouse
- Matchprint Virtual Calibration Kit

Workflow Process

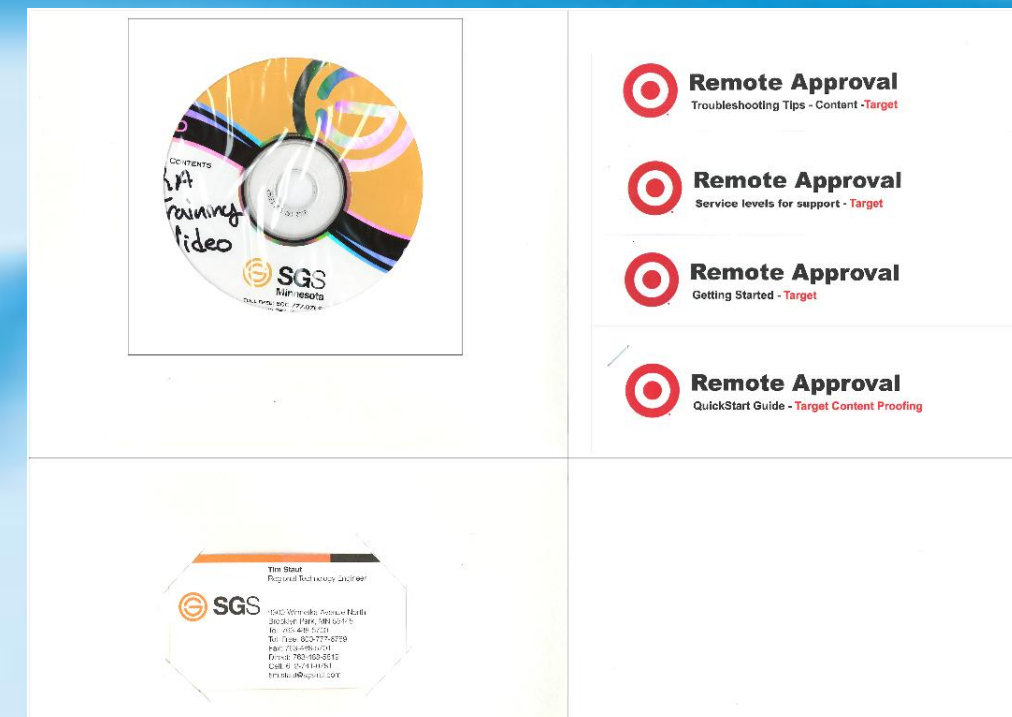
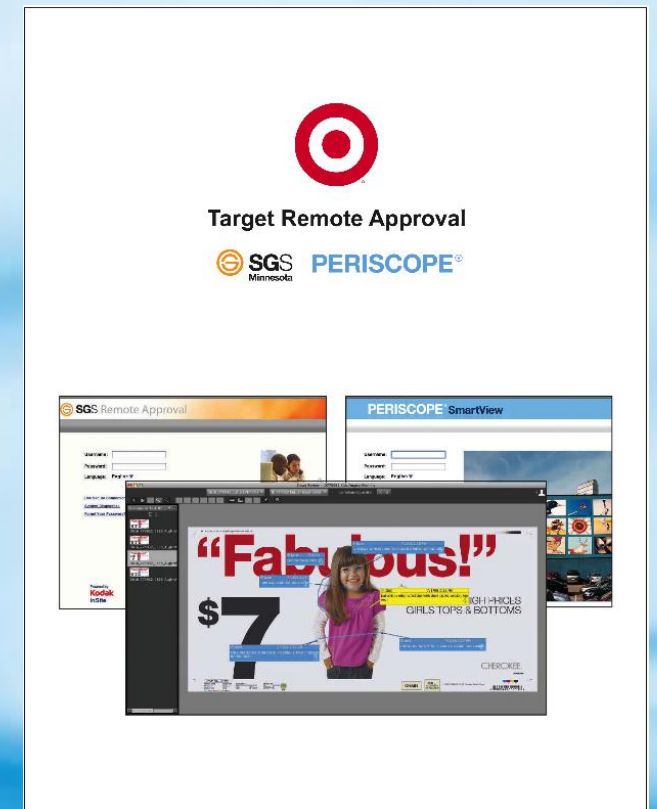


Workflow Process



Training

- August – October: All teams and partners
- Reference documents and DVD to support training sessions
- SGS/Periscope conducted all training in partnership with Target
- Agencies



Quality

Goals

- Material Reduction
- Cycle Time Reduction
- Total Cost Savings Annually

Hurdles

- IT/Site Hosting/Firewalls (Target)
- Creative Partners
- Paper Profiles

Questions