

Capture launches Greenlight pre-flight tool to wide acclaim



A wave of orders and interest from all sectors of the industry has followed the successful US and UK launches of Capture's 'Greenlight' pre-flight utility.

The cool tool is part of the Capture suite of software designed to dramatically streamline image production workflows.

Key features allow agencies deploying the system to:

- Avoid problems before they occur by ensuring submitted images meet the agency's technical requirements
- Freely distribute Greenlight to their contributors — complete with agency branding
- Globally update all deployed instances via the web whenever agency standards change
- Analyze thousands of images within seconds

This simple, cross-platform desktop application quickly analyzes image files for common errors like wrong file format, images that are too large or too small, unwanted compression modes, missing or incorrect colour profiles, wrong resolution, extraneous active or inactive layers or channels, etc.

Simplicity is paramount. The photographer selects the folder containing their images and Greenlight gives a thumbs-up or thumbs-down on the collection. Any errors encountered are displayed along with remedial instruction. (ex. "Document profile incorrect. Adobe RGB 1998 expected, found sRGB IEC61966-2.1".)

One pleased user said: "It's like spell-checking my images!"

Photographers can save or print detailed reports from Greenlight to include with their upload as confirmation that images have passed inspection.

Greenlight is a self-updating application. This means that as your submission requirements evolve, you won't need to redistribute new copies of the Greenlight application or worry about which version is in use by your contributors.

Greenlight is completely standalone and doesn't require any other application, library, script, plug-in, etc., to work. This greatly simplifies distribution, installation, and maintenance of the program — resulting in lower business costs.

Available in both Mac and PC versions, Greenlight is the fast, simple, and convenient way to streamline the image ingestion process.

See quick demo online at <http://www.capture.co.uk/files/greenlightdemo.mov/> or download a brochure from http://www.capture.co.uk/files/greenlight_v4.pdf.

Capture Managing Director Abbie Enock said: "We are delighted with the response from the Greenlight launches at PACA Symposium in Chicago in April and the BAPLA Picture Buyers' Fair in early May. Orders and interest have come from all quarters of the industry, from the major players downwards. The idea of 'working smart' to prevent problems before they occur seems to have struck a chord in this era when people are anxious to save time and money."

Agencies who purchase Greenlight are able re-distribute the application to their contributors.

Pricing is as follows:

- \$999/£680 for up to 100 photographers
- \$1,999/£1,335 for up to 250 photographers
- \$2,999/£2,000 for up to 500 photographers
- \$3,999/£2,665 for up to 750 photographers
- \$4,999/£3,335 for up to 1,000 photographers
- Above 1,000 photographers, prices to be quoted individually.
- FREE for Capture 2.0 users for the first 100 contributors; then \$100/£67 for per block of 20 photographers up to 1,000.

Annual fee of 20% of original licence fee is chargeable to cover maintaining the system and server, apart from 1,000+ Greenlight deployments when prices will be negotiated individually.

Email info@capture.co.uk, or call +44 (0)1491 873011 to find out more about Greenlight, or arrange a presentation on Capture media management and e-commerce systems.

www.capture.co.uk