



► Redcats USA

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Gary Wells
Director of Desktop Publishing
Redcats USA
New York, NY

Redcats USA is a New York (NY)-based publisher of catalogs including *Chadwick's*, *Lerner*, *Lane Bryant*, *KingSize* and *Brylane Home* as well as 10 e-commerce web sites. With multiple publishing locations, multimedia distribution and a high volume of digital media (tens of thousands of images), Redcats USA needed to standardize workflow, smooth integration between sites and maximize communication across the company. Redcats USA has purchased a **FotoWare** image management solution from Software Consulting Services, LLC (SCS) to achieve these goals. FotoWare will facilitate the catalog-building process and the repurposing of images on the fly for the company's image-laden catalogs, web sites, and promotions.

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The FotoWare purchase includes:

- **Fotostation 5 Pro** and **Fotostation 5 Classic** for professional image editing with convenient sorting, cropping, archiving, ICC profiling functionality
- **Color Factory 5 Enterprise** for color management, image processing and automated production workflow
- **Index Manager Enterprise Edition** for digital media archiving
- **Fotoweb Enterprise Edition** for online access of digital assets
- **Distribution Manager** for fast, reliable file transfer

Running on Windows 2003 servers with a combination of Macintosh and PC workstations, there are a total of 45 seats. This FotoWare management solution integrates with Redcats USA's existing homegrown planning modules.

Company: **Redcats USA**

Redcats USA uses SCS-installed **FotoWare** tools for image management and processing.

Since 1994, FotoWare, a Norwegian software company, has been supplying digital asset management solutions to newspapers, picture agencies, photographers, repro houses and other customers. In September, 2003, SCS became the leading supplier of FotoWare products in the Western Hemisphere and moved up from 17th to 9th worldwide.

