



► The Chicago Tribune Multimedia Production Group

"These tools are perfect for meeting the needs of our customers. "

Paul Crossey
Mgr of Multimedia Production
The Chicago Tribune
Chicago, IL

The marketing division of *The Chicago (IL) Tribune* (circulation: 900,000) turned to Software Consulting Services, LLC (SCS) for help managing its inhouse digital photo and image assets. SCS installed and trained appropriate Fotoware graphics management tools for the metropolitan newspaper's Multimedia Production group (part of the Strategic Marketing Department). *The Chicago Tribune* also uses SCS's Layout-8000 for display ad dummyming and SCS/ClassPag for classified pagination. "Fotoware's products (FotoStation PRO, 4.5 and ED; FotoWeb; and Index Manager) allow us to work more efficiently. These tools are perfect for meeting the needs of our customers," explained Paul Crossey, Manager of Multimedia Production at *The Chicago Tribune*.

The Multimedia Production group of the media conglomerate's Strategic Marketing Department maintains an extensive library of clip art and other images (royalty-free, promotional, royalty-based, etc.). Over 20,000 images were in *The Chicago Tribune's* FotoWare database when the systems were launched on September 18, 2003. Now FotoWare tools enable the Multimedia Production group to host and organize all the images in a central repository with easy retrieval. FotoStation enables photographers and artists to load and process new images and transfer them to the central repository. All metadata attached to the images in FotoStation (including all IPTC standard data, which are quickly searchable and easily editable in both FotoStation and FotoWeb) are automatically indexed by Index Manager. FotoWeb's powerful, convenient, web-based search engine then makes stored images accessible to any appropriately privileged user in the department from his or her desktop.

Company: **The Chicago Tribune Multimedia Production Group**

Group: Tribune Company

The Chicago Tribune Multimedia Production Group uses SCS-installed FotoWare tools for image management. *The Chicago Tribune* also uses SCS's Layout-8000™ for display ad dummyming and SCS/ClassPag™ for classified pagination.

"Our test users were pleasantly surprised with the speed and reliability they had seen with the new FotoWeb site. We have over 20,000 images which had been loaded over the course of the training period, and we experienced no problems whatsoever. We have found the ability to add or modify users, groups and archives on the site is fairly straightforward, and the software is easy to use. We haven't had a problem with the FotoWeb software since we've started the project," explained *Tribune* photographer Glenn Kaupert.

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.





Photographers and other staff are free to focus on their primary goals, not on filing or searching for graphics and photos. FotoWare products enable the department to manage access privileges and to import images easily for administrators to organize.

"Our goal was to have digital asset management within our firewall. It's something we've been planning for some time. So far the system has met our expectations," Mr. Crossey added.

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