



Photo: Alain Ernoutt

**FotoStation®**  
PRO

## Digital images made simple

*The professional solution—for the small studio as well as the large organisation*

FotoStation PRO brings professional quality digital asset management to professionals. With its highly customizable interface and virtually unlimited workflow options it serves the individual as well as the corporation, publisher or agency.

It handles just about any kind of media file—also RAW files from most digital cameras—and lets you assign job data and other information at any time. Smart tools are available to tag files and groups of files effectively with any prestored information, including records extracted from other data collections.

Define projects using collections of files from different sources. Trace project status and share information with other users on the network. FotoStation PRO can monitor any local or network folder and dynamically update a collection as files are added,

deleted or changed. Additionally, it gives you easy access to thumbnails from off-line or removable storage, with quick navigation to the archived media for retrieving high-resolution originals.

FotoStation PRO provides basic professional editing tools, but you can just as easily make Adobe Photoshop® an integrated part of your workflow. Printing and export of web albums is made possible with standard or customized layout templates of your own choice.

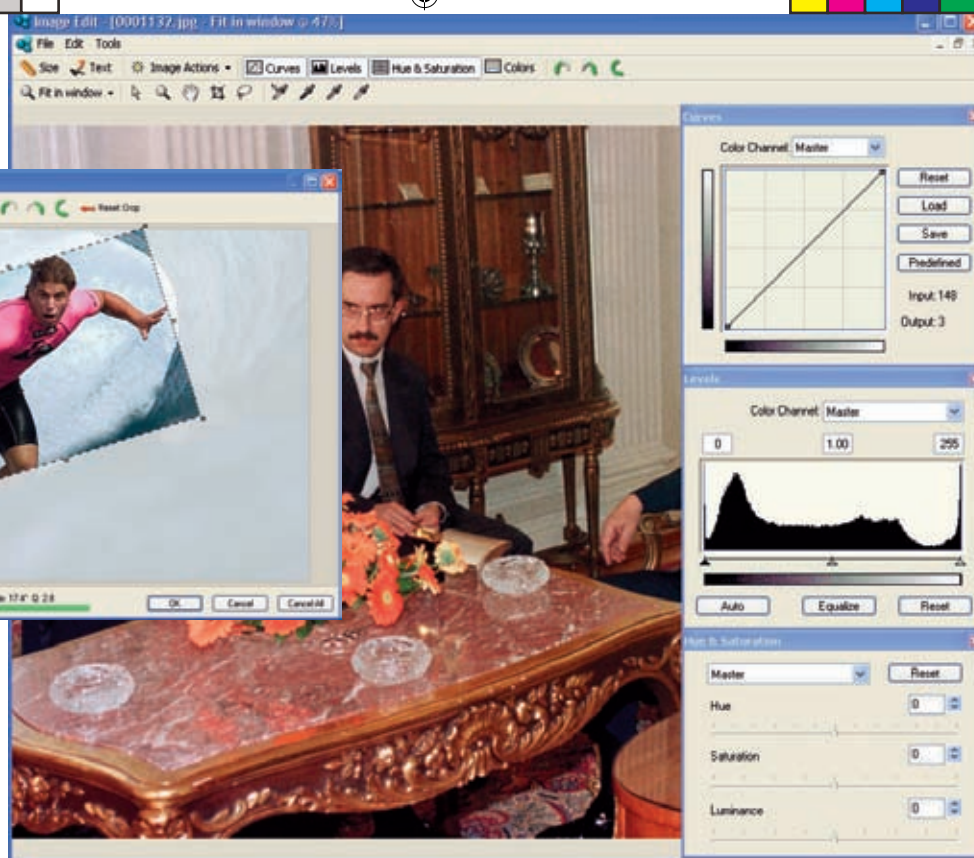
FotoStation PRO works with existing files and is based on open industry standards. This guarantees easy integration with other archiving and production solutions now and in the future. It is also the most scalable solution for digital assets. A single user copy can link into small, large and worldwide enterprise solutions built from FotoWare software.

**Fotostation is an essential tool for any serious photographer. Offering flexibility and control whether importing, editing, browsing or storing digital imagery Fotostation is 'The business'.**

**Angus Beaton**  
war photographer



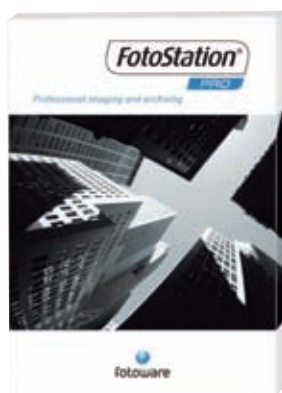
Edit your pictures  
in FotoStation  
PRO or in Adobe  
Photoshop with the  
same predictable  
colours.



## Getting the picture right

**FotoStation®**  
PRO

*Quality management for photographers  
and computer experts alike*



FotoStation PRO v. 5 was built from the ground up as a new application. This made it possible to incorporate the advanced quality measures demanded by today's digital photographers into the core of the software code.

Thus, FotoStation PRO supports ICC colour management throughout the application—from file handling to display, image editing and format conversion.

FotoStation PRO reads embedded ICC profiles and lets you tag

your output files with the correct profiles for your client. It lets you work easily with RGB or CMYK workflows and publish for print, press or screen.

Whether you choose the Windows or Mac OS X version, be assured that quality control is crucial to all functions, such as pixel transformation, search algorithms and file handling. FotoStation PRO may be used as a stand alone application or as a client in a small or large FotoWare system—chosen by agencies, publishers and corporate users throughout the world for its capabilities.



**fotoware**

FotoWare a.s, Lille Grensen 5, N-0159 Oslo, Norway  
www.fotoware.com, fotoware@fotoware.com



**FotoStation<sup>®</sup>**  
**PRO**

*The business tool  
for photographers*



© Photo: Getty Images

“ Yesterday my pictures  
made me move - today  
I'm moving my pictures  
with FotoStation.

**Perry Kretz**  
Stern Magazine

  
**fotoware**







Photo: Alain Ernout

## What goes in must come out

### *The real difference between archiving images and succeeding commercially*

*FotoStation PRO gives you the most effective tools for organising your images and preparing them for printing, publishing and sending.*

Storing all your digital images is not a trivial task. But an effective archiving system is only a basic requirement for a professional digital asset management solution. The real challenge is: How to turn your ever increasing inventory of digital photography into a successful business?

#### **Store and deliver**

FotoStation PRO is made to handle real-life *workflow tasks* for real-world photographers. More than just storing your pictures, you can rely on FotoStation PRO to transform all your raw or jpeg shots into a valuable selection of digital images ready for publishing. Plus, it helps you distribute them anywhere you need to deliver.

FotoStation PRO was conceived by experienced photographers and improved throughout a decade of successful history with feedback from thousands of discerning professional users. That is why

FotoStation PRO stands out from the competition in providing a rich set of value-adding *Actions* to enhance your image libraries.

#### **Timesaving Actions**

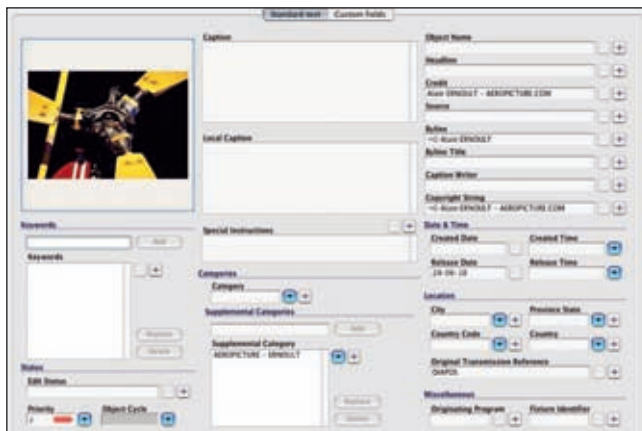
All photographers know that the value of their work comes from communicating pictures to the public. A number of steps must be taken to prepare in-camera shots for publishing or display as well as steps to secure quality and perform control.

FotoStation PRO gives you the most effective tools for organising your images and preparing them for printing, publishing and sending. Time consuming tasks can be automated while achieving the same quality over and over again. Never again spend valuable time doing repetitive routine work. Leave it to FotoStation PRO and save your energy for the creative challenges of photography that no machine can ever match.

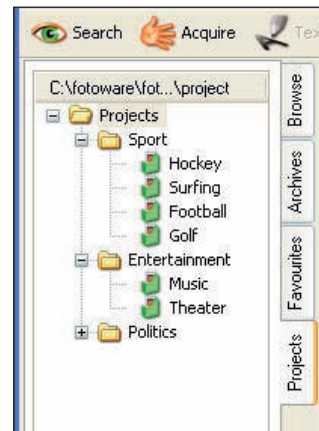


## It's all in the writing

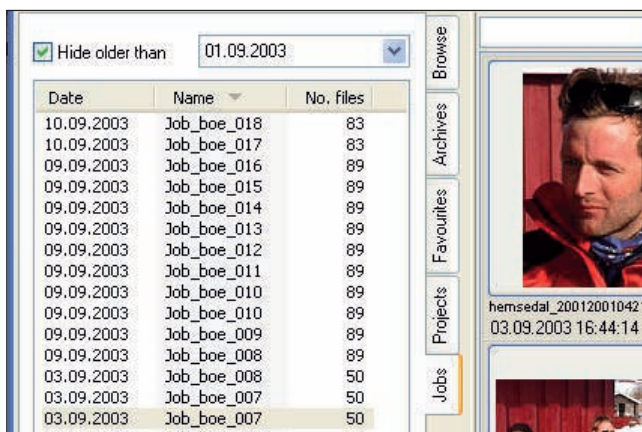
### *Associating your pictures with your memory*



*FotoStation PRO excels in providing a vast selection of ways to associate text information or metadata with your pictures. Our goal has been to deliver the most flexible and effective image organising software to the market.*



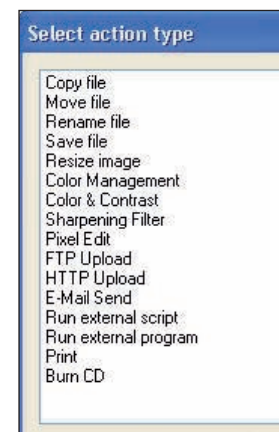
*Combine several ways of organising, viewing and sorting your images. FotoStation PRO may be customized to your own needs virtually without limits. You will never again need to adapt your workflow to software limitations.*



*Change between several ways of viewing and searching through your jobs in an instant. Organise your preferred selections in vertical tabs and re-select any group of files with a click of the mouse.*



*Perform any action or combination of actions on your selected files. Actions help you undertake simple or complex tasks accurately and quickly. Imagine new ways to enhance your picture workflow and make FotoStation PRO do the dirty work for you.*





*Tell FotoStation PRO exactly how you like to sort, view and find any single picture or group of pictures, and it will serve you just what you want—anytime you need it.*

## Finding the needle

### *In any haystack*

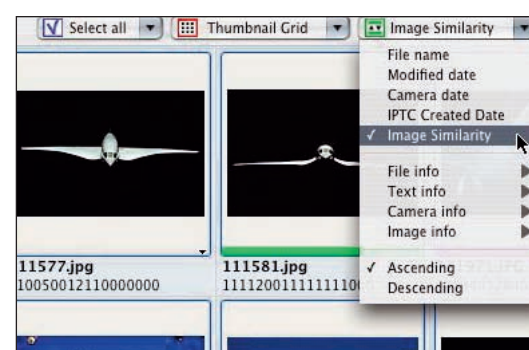
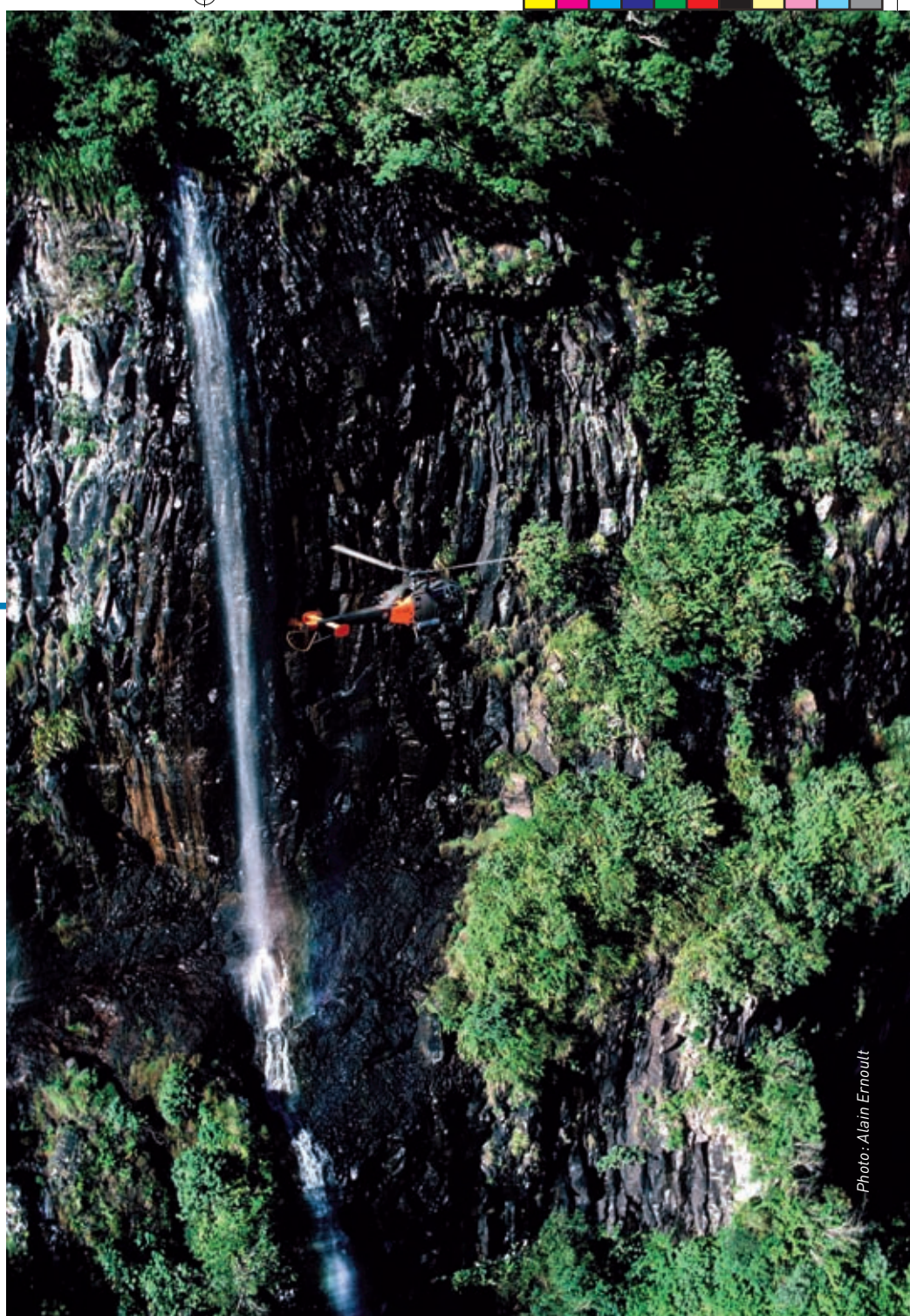
With FotoStation PRO you will find virtually unlimited ways of organising, searching, sorting, viewing and retrieving files of any type and content. Even better, you can combine several methods of finding what you look for into a set and save them for later use.

#### Looking similar

FotoStation PRO even lets you look up an image by its appearance and intelligently find other pictures with similar looks. Our new smart algorithm analyses the visual content of the pictures and brings similar images side-by-side in a snap. Now you can retrieve the same objects and motif types regardless of how and when they were shot or scanned—based entirely on the content of the picture itself. Furthermore, you may narrow any search by how you sort or view a selection. Try

the ready-made standard views and searches or enhance them carefully to your own needs and experience a completely new way of turning a 'digital shoe box' into a well-organised and accessible collection of valuable assets.

Give yourself the ability to deliver the right images at the right time by selecting any picture or group of files with a minimum of effort.



*New and unique sorting algorithms make viewing a group of files the way you need easier than ever.*