



D2L
Graphic Lifecycle Management

Speeding Time to Market

It's all about speeding time to market

Your brand is your identity,

the heart of your business. Streamlining the development cycle for your brand gives you a competitive advantage.

Driving innovation, improving quality and control, reducing development time and costs... these are the results you can achieve with a fully integrated Graphic Lifecycle Management system (GLM) that links everyone in the value chain in a highly automated and visible process.

Graphic Lifecycle Management solutions from Kodak and Design2Launch (D2L) provide real-time collaboration and process management tools that enable:

Faster development cycles

Through faster approvals and turnaround, improved feedback, less time and travel, fewer misunderstandings and missed promotional windows.

Lower development costs

Through less rework and waste, reduced shipping costs, reduced proofing costs and less agency overtime.

Improved control

With version control, intelligent routing, automated file conversion and quality control, permission-based markup and approval, powerful security and access control, improved accountability and FDA21 CFR Part 11 compliance for packaging.

Streamline your graphics development workflow with solutions from Kodak and D2L

A flexible, integrated workflow, asset management and proofing solution from Kodak and D2L provides an efficient, automated process that manages color and reduces delay, inconsistency and cost.

Get the most from your digital assets



Digital asset management is the core of our solution, providing the ability to store, retrieve, review and search for digital assets.

- Capable of handling all brand assets, including advertising, images, art, labels, inserts, packaging and marketing materials
- Supports both "in-process" and "final" artwork
- Permission controlled

Align expectations early with color-accurate proofs

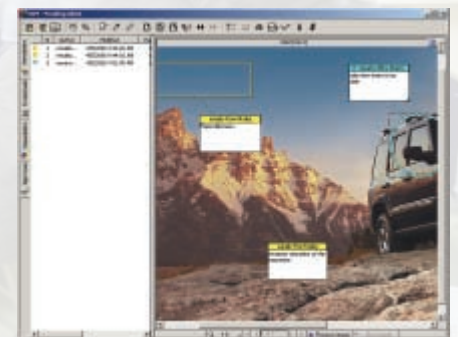
Accurate proofs simplify review cycles, saving time and money. Our solution offers:

- Consistent, color-accurate monitor proofing from creative stages to pressroom
- SWOP-certified monitor proofing
- Certified Process for Color Confirmation

Connect marketing, creative, production, advertising, R&D & packaging teams

Inefficient collaborative tools add time and cost to the process. Our solution enables:

- Web-based global sharing of content
- Real-time, secure file sharing for viewers
- Pixel streaming for fast access to full-resolution images
- Full annotation and markup capabilities



Digital routing and approval capabilities can take weeks out of the process. Our solutions provide:

- A strictly managed digital routing and approval system that is easy to use
- Routing to individuals or user-defined groups
- FDA21 CFR Part 11 and Sarbanes-Oxley compliance

Design2Launch:

Essential Tools that Save Time, Reduce Costs and Enhance Productivity

The Design2Launch System is a suite of integrated modules created to save time and money at every step of the document creation, revision and re-purposing process; from initial concept through approval straight into production.

The Design2Launch System includes distinct but fully integrated modules that help production, advertising, marketing, R&D, packaging and communication professionals speed time to market. The modules may be used separately, though they are fully optimized for use in tandem.

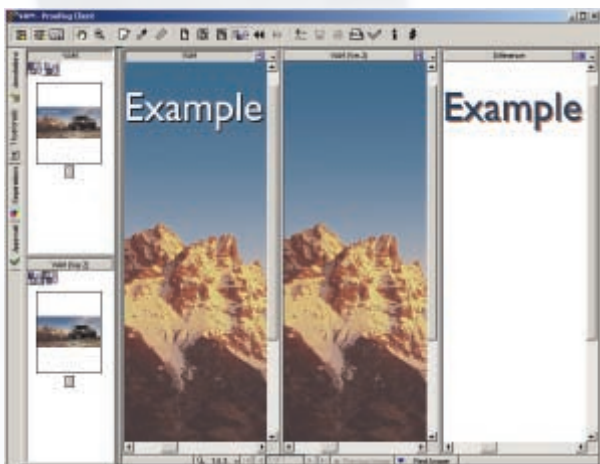


The Visual Asset Manager (VAM) is a comprehensive digital asset management system which supports all branded assets

- Web Browser accessible
- Deployable as either a Hosted (ASP) or Enterprise (Turn-Key) solution
- Easy indexing, storing version control, and retrieval of all digital assets
- Custom or template reports based on any information captured in VAM
- Supplier Submission Manager (SSM) interface specifically for your vendors
- File Transfer Manager (FTM) tool for secure and reliable file transfer

Dynamic Project Workflow

- Combines both Business and Graphic task logic into a single Process
- Ties directly to VAM metadata tags and pre-define user groups for fast project initiation
- Smart-paths automatically re-route projects and/or recycle tasks if necessary
- Integrated project "Check-points" require a defined action until the project may be forwarded
- Individual Workflows may be edited on-the-fly
- Task Notification handled via e-mail, VAM "My Dashboard", or even a personal FTM pop-up



D2L's Routing & Collaboration System can take weeks out of your manual process. Our solution provides:

- Central location allows users to 'come see' the file, as opposed to waiting for the file to come through e-mail
- A strictly managed digital routing and approval system
- Ease of use
- Routing to individuals or defined groups
- FDA21 CFR Part 11 & Sarbanes-Oxley compliant
- Integrated File-Version comparison
- Kodak Matchiprint Virtual capable (Monitor Soft-Proofing)

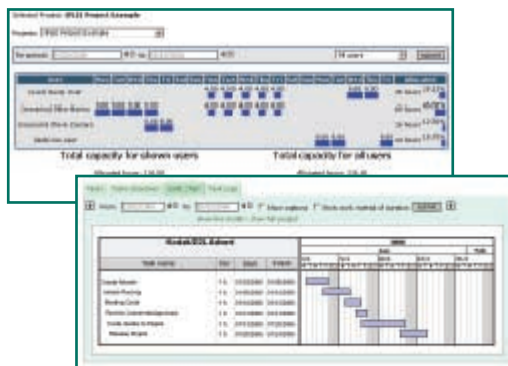


Integrated file management tools that fit right into your existing workflows

- Files can launch from VAM directly into Adobe Illustrator, Photoshop, and InDesign
- VAM plug-in allows you to easily tag files with pre-defined "Metadata" and save files to VAM without ever leaving your Adobe application
- System provides automatic file conversions to multiple print ready formats including PDFX I-a, TIFF, JPG, EPS and more
- Automatically create a thumbnail that represents the latest version of your file

Project Timeline Tracking

- Real-time visibility on all aspects of a given project status
- Attach project/task timelines to template-based or ad-hoc workflows
- Full Reporting on start/end dating and project task duration
- Manage projects on a group or individual level



We're your "solution team," not just another software package

- Visual Asset Manager
- Dynamic Workflow
- Collaboration & Mark-up
- Routing & Approval
- Color Management and Communication
- Submission Manager
- File Transfer Manager
- Automatic File Conversion
- Project Tracking & Reporting



Design2Launch

Drive Efficiency

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