



Welcome to

# Digital Vision

Compelling Visual Content for Today's Digital Artist.

Compelling visual content for today's digital artist.

Compelling visual content. You need it. You want it. But it's almost impossible to find. You either have to turn to expensive traditional stock agencies, commission a photo shoot or do some serious image retouching. All of which takes time and money. And the royalty free photo volumes you've evaluated don't come close to meeting your exacting standards of quality. Well, all that is about to change... here are the advantages of choosing royalty free first.

## Choice

More than 3,000 aesthetically and technically superior images. The photos and illustrations in the Digital Vision Collection are designed to meet the needs of today's most discerning creative professionals. Our first 30 titles will provide you with a digital treasure chest of spectacular photography and unique illustrations. Each CD-ROM showcases 100 thematically related images chosen by a team of expert picture editors and art directors and designed to provide you with the necessary visuals to effectively communicate your message. Whether you need a shot that captures the antics of an energetic baby boy, a silhouetted image of a frustrated corporate executive, a breathtaking photograph of the rugged Monterey coastline, a clip photo of a turn-of-the-century coffee grinder, or a hand-illustrated picture of a whimsical cat, we've got you covered!

And this is only the beginning!

Three outstanding Libraries comprise The Digital Vision Collection. We've divided our Collection into three distinctly separate Libraries to make it easier for you to quickly locate the images you need.

The Professional Photography Library is the home to numerous titles of eye-catching photographs that expertly document and portray people, business, nature, travel and more. All the people images are fully model released. It's where you'll turn to for high-powered photography again and again. These titles are a must for every designer's toolbox.

The Design Elements Library contains incredible titles that provide a unique combination of still life images, photographic borders and clip objects. Each disc is built around a central theme and provides just the right mix of elemental tidbits for your next design.

The Professional Illustration Library features titles that are loaded with beautifully hand-crafted spot illustrations, many of which have time-saving alpha channel outlines and hand-edited PostScript paths. From elegant Victorian artistry to fun and friendly illustrations for children, this Library has just what you need.

#### Cost Effective

What makes the Digital Vision Collection even better is that these incredible images are available royalty-free! This means our top quality images won't blow your budget!

No more costly search or usage fees.

No more money and time wasted digitizing and color correcting images. Simply purchase the CD-ROM that contains the digital image you want to use in your marketing, advertising, promotional designs, editorial, on-line or multimedia projects. You just focus on doing what you do best – create exhilarating designs!

No liability for lost or damaged transparencies.

No negotiations and no hassles. It's that simple.

#### User Friendly

With Digital Vision, it's easy to find the image you need!

Searching for the perfect image is as easy as 1-2-3! The Digital Vision Collection contains more than 3,000 images, which means you have a lot to choose from. And searching for the images you need is fast and easy. In fact, we give you three ways to find the photos you want. First, you can take a visual tour through the pages of our photo-friendly Image Index. Second, you can either digitally navigate through our Image Index Browser CD by using the keyword database, or simply input the image number below each image in the catalog. Or if you prefer the wired approach, you can search the Digital Vision Web Site for regular updates and special offers.

Finding the Digital Vision image you want is really as easy as 1-2-3!

Need to use Digital Vision images in a resale product? It's simple, affordable and fast to upgrade your license to use an image in a for-resale product. For more information, check out our license agreement.

#### Order Direct

So are you ready to let our pictures tell your next story? Here's how you can get your hands on the exciting titles in the Digital Vision Collection. You can order the Digital Vision titles you want directly from us and we'll have them on your desk tomorrow! Just call our number at 0171 351 5542 and let our friendly customer service representatives help you with your order. Prefer to fax your order to us? Our fax number is 0171 351 6487.

#### Quality

We got it right: creative, production and technical specs

When it comes to our commissioned photo shoots, we've spared no expense. First, we hired

the shoots, rented the props, hired the models, obtained their releases and went around the globe to get just the right shot. Then our team of traditional stock industry experts and art directors got to work. They spent countless hours looking at hundreds of transparencies selecting only the most exceptional images.

Getting the technology specifications just right. When it came time for technology, we turned to a phenomenal team of experienced experts to take us through the critical process of professional drum scanning, color correct-ing and retouching each image. We gave this team of color industry veterans implicit instructions: deliver a technically superior product line with a commitment to true color fidelity.

Professional drum scans – the key to our spectacular quality. Only the best professional drum scans would do for the Digital Vision Collection. We started with a professionally oil mounted drum scan on a Crosfield Magnascan scanner. Each image was meticulously scanned, separated and saved directly into CMYK TIFF for-mat at a finished size of 300ppi. Then we carefully color cor-rected, color balanced, sharpened and retouched each image by hand.

Check out our technical specs, we think you'll be impressed! Each Digital Vision title contains 100 images each in high, medium and low resolution. Each image has been saved in CMYK TIFF for-mat and then JPEG compressed at medium level, so as to minimize any loss in image quality. Our high resolution image files are 30MB and provide exceptionally crisp details when output at 300ppi in a 8" x 10" format. Furthermore, when these high resolution images are printed at 200ppi they yield spec-tacular results. Medium resolution files are 10MB and provide an average image area of 5" x 7" at 300ppi. Our low resolution 2MB files are ideal for comping with a 3" x 2" image area at 300ppi. Each Digital Vision image has been optimized for high-quality offset printing.

Digital Vision image files are available on dual platform CD-ROMs ready for use on both Macintosh® and PC systems and are accessible by any popular software program that provides support for JPEG and TIFF files. And finally, each title features the powerful Kudo® Image Database which allows you to scroll through thumbnail-sized pictures of all the images contained on the CD-ROM. Or you can simply either type in keywords and let the powerful Kudo® Database find just the image you need or type in the number below the image you want from the Image Index.

Why did we choose CMYK TIFF format over RGB format?

All Digital Vision images contain true CMYK values. Because we have scanned and saved images in CMYK TIFF, which is the native format for four color process printing, imagesetting is faster and colors are more accurate. In addition, potential production problems that can stem from unpre-dictable RGB to CMYK conversions are elimi-nated. Remember, colors that are produced on an RGB monitor are not necessarily achievable on a printing device. Simply put, when you print an RGB image you lose the color details. We believe that our aesthetically superior images are meant to be seen in all their colorful and majestic glory. And the exceptional quality and clarity you'll see when you print a Digital Vision image, is all the proof you'll need that we made the right deci-sion when we chose CMYK.

Macintosh® Configuration Macintosh® IIci or faster. 16MB of RAM or greater. 100MB of free hard disk space. System 7.0 or later. Dual speed or faster CD-ROM drive. 24-bit color monitor.

PC Configuration 486-compatible or better. 12MB of RAM or greater. 100MB of free hard disk space. Microsoft® Windows™ 3.0 or later. High resolution SVGA graphics card. 1MB or greater of Video RAM.

So what are you waiting for? Give us a call! It's time for you to get the images you've been searching for and to experience Digital Vision, the fresh alternative in digital visual content!

If you are a photographer interested in submitting images please send them to DigitalVision.

## License Agreement

### Image Usage and Licensing

Our license program is simple and straightforward!

The Digital Vision Browser CD-ROM You can comp and preview all the low resolution images you want, but you just can't use these images in any final projects including website, on-line or multimedia projects! (Note: The same restrictions apply for preview/low resolution images you download from our website.) So what can you do with the 10 bonus high resolution images included on the Browser? Go for it! You can use them in any final projects, just make sure that you follow the Basic License guidelines listed below.

Digital Vision Basic License When you purchase and register a Digital Vision title you are licensed to use the images in any of the following final projects: printed materials including newsletters, brochures, annual reports and sales tools advertising and promotional campaigns editorial works including magazines, newspapers and books presentations on-line, web-site and multimedia design projects (resolution may not exceed 72dpi) packaging for resale products in quantities less than 100,000 units Digital Vision Special Use Upgrade License. If your project doesn't meet the above criteria, then you will need to purchase a reasonably priced Special Use Upgrade License. We've made the process of upgrading your basic license fast, easy and affordable!

Upon purchase of the Upgrade License, you will be able to use Digital Vision images in the following projects: for resale products in quantities greater than 100,000 units.

Just a few more General Guidelines Images cannot be placed on-line in a downloadable or FTP format. It is a violation of the legal agreement to use these images to create pornographic, libelous, obscene or defamatory designs or images. We kindly request a credit that reads '©1997 Digital Vision'

In the mood for the nitty gritty legalese? Then check out our license agreement which you'll find below on each CD-ROM as well as in the product packaging.

If you have determined that your project requires a Special Use Upgrade License, please call us at 0171 351 5542 and we'll help you to quickly and easily get the necessary Upgrade License.

## Credits

CD Design, Scanning & Consultancy Services Digitronix, Leeds England 00 44 113 2250200

© Copyright Digital Vision Ltd. All rights reserved. All other brand or product names are trademarks of their respective holders.

## Digital Vision Ltd End User License Agreement

THIS IS A LEGAL AGREEMENT BETWEEN YOU AND DIGITAL VISION LTD. BY BREAKING THE SEAL ON THE PACKAGING, YOU AGREE TO BE BOUND BY THIS AGREEMENT. IF YOU DO NOT AGREE, PROMPTLY RETURN THE CD IN THE ORIGINAL PACKAGING FOR A FULL REFUND.

**GRANT OF LICENSE** Digital Vision Ltd. grants you the non-exclusive, non-transferable license to use and modify the images contained on this CD subject to the restrictions contained herein. The CD may not be copied in its entirety. You may not rent, transfer or grant any rights to the images contained hereon, or any compilation, derivative or collective work containing such images to any other person or organization without prior written consent of Digital Vision Ltd. You may not use this product on more than one computer or workstation at a time, nor on a network or a multi-user system. The images are model released unless otherwise indicated.

This license agreement **DOES PERMIT** the following uses of the images. You may use these images in your per-sonal, professional, internal, editorial and client projects including printed materials, advertisements, packaging, presentations, video, on-line or multimedia projects. You may use the images in a for resale product produced in a quantity that is less than 100,000 units. This license agreement **DOES NOT PERMIT** the following uses of the images. You may not post any image or images from this disc on any electronic bulletin board, put the images on-line in a downloadable format, or use the images in a website at a resolution higher than 72dpi. You may not use the images in a for resale product that is produced in a quantity greater than 100,000 units, without the purchase of a special use upgrade license. You may not use, or allow anyone else to use any of these images to create pornographic, libelous, obscene or defamatory images. Using an image or images from this disc in a way not covered or specifically prohibited by this agreement, without prior written consent from Digital Vision Ltd, is a violation of Federal copy-right law. This license is in force until it is terminated. If you do not comply with the terms and conditions above, this license automatically terminates. At termination, the product must be returned to Digital Vision Ltd immedi-ately.

**COPYRIGHT.** All images contained on this CD are owned by Digital Vision Ltd. or its licensors and are protect-ed by the United States Copyright laws, international treaty provisions and other applicable laws. No title to or intellectual property rights to the images or the CD are transferred to you. Digital Vision Ltd. retains all rights not expressly granted by this license agreement.

**LIMITED WARRANTY.** DIGITAL VISION LTD WARRANTS THIS DISK TO BE FREE FROM DEFECTS IN MATERIAL AND WORKMANSHIP FOR 90 DAYS FROM DELIVERY. YOUR SOLE AND EXCLU-SIVE REMEDY FOR A BREACH OF THIS WARRANTY IS THE REPLACEMENT OF THE CD OR A REFUND OF THE PURCHASE PRICE, AT THE OPTION OF DIGITAL VISION LTD. DIGITAL VISION LTD MAKES NO OTHER WARRANTY EITHER EXPRESSED OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR ANY PARTICULAR USE OR COMPATIBILITY WITH ANY COMPUTER OR OTHER KIND OF EQUIPMENT. NIETHER DIGITAL VISION LTD, OR ANY OF ITS TRUSTEES, AGENTS, EMPLOYEES, REPRESENTATIVES OR ASSOCIATES SHALL BE LIABLE FOR ANY DAMAGES,

HAVE ADDITIONAL RIGHTS IN SOME STATES.

**GOVERNING LAW AND GENERAL PROVISIONS** This Agreement will be governed by the laws in force in the State of California excluding the application of its conflicts of law rules. This Agreement will not be governed by the United Nations Convention on Contracts for the International Sale of Goods, the application of which is expressly excluded. If any part of this Agreement is found void and unenforceable, it will not affect the validity of the balance of the Agreement, which shall remain valid and enforceable according to its terms. You agree that the Software will not be shipped, transferred or exported into any country or used in any manner prohibited by the United States Export Administration Act or any other export laws, restrictions or regulations. This Agreement shall automatically terminate upon failure by you to comply with its terms.

© Digital Vision Ltd. All Rights Reserved.