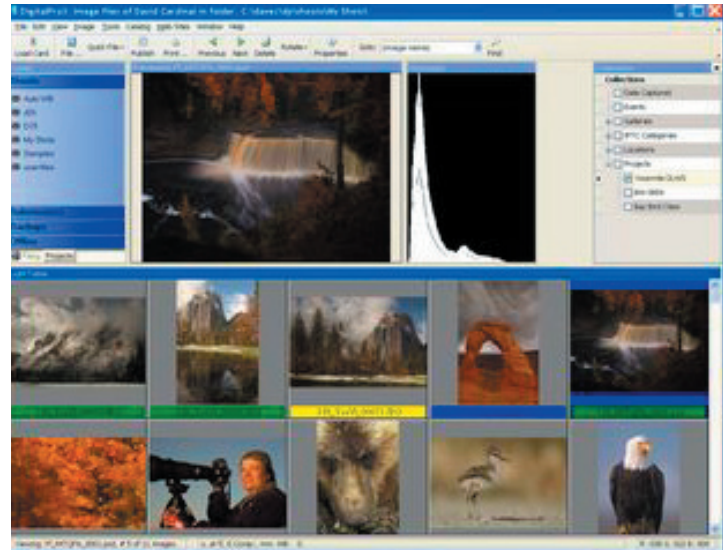


ProShooters LLC Case Study; Using Atalasoftware DotImage WinForms

Pro Shooters LLC was faced with choosing a new imaging toolkit for the latest .NET version of their professional photographic imaging application called DigitalPro. DigitalPro is a fast and powerful system for loading, reviewing, filing and managing digital images. It is also the only digital image management system exclusively designed by and for serious digital photographers. Atalasoftware DotImage saved ProShooters three months of development and at least that much in technical support as compared to using their closest competitor, and as much as three years as compared to trying to do the work themselves.



David Cardinal CEO of ProShooters LLC said "DotImage is simply the best .NET imaging toolkit on the market. We have used several competing products but none of them are built around the .NET architecture like DotImage—so they are harder to use and more complex to distribute."



Native .NET Imaging

DotImage is an advanced imaging toolkit designed from inception in .NET for professional photographic imaging. "Prior to DotImage we found ourselves coding everything twice, once in ActiveX/COM and once in .NET because no other toolkit both provided the functionality we needed in a native .NET class library. This has improved our programmer productivity dramatically and the product itself now runs faster" said David Cardinal.

The flexibility of DotImage and integration in .NET allowed ProShooters to convert from the competing imaging toolkit to DotImage in very little time. With the additional features in DotImage, much functionality that was previously coded internally could be moved to the more robust and supported functionality built into DotImage, eliminating future development and support costs.

Advanced Photographic Imaging Support

With built in functionality for EXIF and IPTC metadata, ProShooters was able to replace much of their in house code for the supported and robust metadata functionality included in DotImage Professional. No other toolkit provides the breadth of support for digital camera EXIF and IPTC data stored in photographic images. DigitalPro uses this metadata when cataloging and viewing images in order to catalog and better understand the exact settings of the camera when the photo was taken.

Color Management is a feature that no other imaging toolkit supports to the extent of DotImage. With embedded ICC color profiles, internal support of CMYK images, conversion from CMYK to RGB format using profiles, and automatic color correction, DigitalPro can automatically display colors on the screen exactly as the original photograph and create virtual proofs of these images for printing.

Customer Service

With Atalasoftware's dedication to customer service, ProShooters was able to have their questions answered promptly without expensive support plans. David Cardinal said "Atalasoftware has been prompt, courteous and extremely helpful whenever we had an issue or a question. Their support organization goes out of its way to help ensure customer success.