Sundance delivers premium interactive shopping experiences not possible before. Detailed product images are created dynamically automating its web catalog workflow.

sundance

Salt Lake City, Utah
www.sundancecatalog.com

Industry:
Men's & Women's Apparel

Equilibrium Products:
MediaRich Server

mediarich® SERVER

1.866.378.4542
www.equilibrium.com

The Problem

Sundance wished to 1) turn its existing online viewers into purchasers and 2) reach its target online catalog audience more effectively. Their goal was to provide enough product detail to assist a shopper to make a purchase decision more quickly the caveat was that Sundance didn't just want "more" product shots they required an engaging visual experience.

Sundance's merchandise mix includes many hand-crafted items that are carefully selected by a team of experts. Sundance wanted their customers to feel that they too had hand selected an item with the same confidence every time they made a Sundance purchase.

By providing a premium shopping experience, Sundance knew they could reassure the customer and move a shopper along the buying process more effectively turning views into revenues on a consistent basis no matter what device (e.g., web, mobile, IPTV, etc.).

In addition, controlling cost was as great an imperative as re-defining a production and delivery workflow that could meet all of their site requirements.

The Challenge

Sundance was undergoing a complete Web site redesign from top to bottom. They wanted to improve both the user experience and interface but also needed to refine their back-end production and site publishing workflow and overall site maintenance and management. With over 1,400 products at any given time, the time and labor to prepare product images to this point was overwhelming. The manual process that had been in place just did not deliver consistent merchandise views nor provide flexibility to add or change items quickly. Thousands of images needed individual attention to be retouched, formatted, and resized.

With an automated workflow, Sundance believed it could leverage its investment in high-resolution photography more effectively to drive purchases. This required a new investment in production tools and a scalable future proof technology.

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Our Approach

Equilibrium worked with Sundance to address the technical and workflow issues that required consideration including:

- Real-time creation of product images on demand
- Engaging product views and consistency across all micro-sites
- Ability to zoom/pan and provide visual and content detail where required
- Ability to update and add product, content, promotional copy, changes, etc. on-the fly
- Automated production workflows driven by templates
- Easy solutions for staff to adopt and use effectively right out of the gate
- Technology that seamlessly worked
- Reduced costs and manpower tasks
- Accelerated publishing

Using Equilibrium's MediaRich Server allowed Sundance to easily add a scalable solution that dynamically generates all the various product shot iterations required from one original source freeing up hours of manual labor. The solution improved production workflows and publishing while reducing overall costs and time to market.

The Solution

With the power of MediaRich, Sundance created a compelling e-commerce site improving the shopping experience for its target audience and in turn driving revenues.

Sundance's ability to use media templates provided real-time creation of product images on demand. This streamlined imaging workflow provided by MediaRich enabled designers to devote their attention to higher-level tasks -- merchandising and design.

Furthermore, image editing and other tools provide innovative functionality including colorization, compositing, and more at their fingertips. Sundance can now create an unlimited number of derivative images from a single original, providing enlarged product views and an engaging experience for its customers.

The value of rich media and the ability to repurpose assets automatically to any platform has allowed Sundance to continually deliver an outstanding on-line store experience instead of a standard online catalog of items.

This shift suits Sundance. The Sundance value proposition in the market is internationally recognized as a unique and eclectic mix of handcrafted high value items – a fulfilling experience.

"MediaRich saved us hours of production time to launch a new site -- now we can dynamically generate all product shots we need to maximize product presentation from one original source image. Updates, changes and add-ons are now feasible and timely."

Corey Davis, Internet Manager
Sundance Catalog Company

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The Technology

The patented MediaRich URL-based methodology, Microsoft.NET Web service and COM application programming interface (API) enable seamless and straightforward integration with application servers, asset management systems, content management and delivery networks, databases and stand-alone applications. Image editing and other production tools provide additional value to simplify users ability to execute projects easily within one familiar system.

Equilibrium's MediaRich technology enables on-demand zoom and pan on any original asset MediaRich can handle, including documents, images, CMYK files, video frames (SD and HD), etc. The tedious investment in pre-processing tools to create tiled or proprietary formats is eliminated. This patented single-source on-demand solution delivers personalized viewing experiences. Almost every available file format is supported and with the multi-page sonic flash zoom, the client-side resizable viewing capability allows smart recognition of screen size for any browser that has Flash installed. The easy to integrate server solution for in-page and multi-page pan and zoom and allows any video frame on-demand from a web or other selected interface to be resized and scaled appropriately.

MediaRich's patented system for transforming and delivering media to any distribution channel on demand – web server cache, website, wireless, IPTV, and other devices – also provides bandwidth dependant optimization further eliminating the need for other third party plug-ins along the workflow. Equilibrium's end to end automation system allows high quality imaging requests which can be prepared, delivered and automatically tracked so designers and architects don't have to.

Equilibrium's MediaRich server-based software automates repetitive image production and enables multi-channel delivery of digital assets through rich-media templates. The dynamic imaging integration helps reduce the time and costs required to generate, modify and deploy digital images, text graphics and branded assets.

The Results

"Equilibrium's MediaRich is helping us save hours of production time," stated Corey Davis, Internet Manager of Sundance Catalog Company. "By using MediaRich our Web team is able to generate all the various product shots we need dynamically from one original source image, thereby freeing up their time to concentrate on site merchandising, design and usability. The move from an intensive manual process has opened up our team's desire to do more. We believe this was the first step for us to differentiate our site as just another online catalog to a Sundance experience."

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MediaRich not only enabled Sundance's Web Team to efficiently implement a standard look and feel for consistent branding, but most importantly provides the ability to maintain and manage over 1,400 products and drive sales.

The number of visual assets to create, manage and store is now manageable. The MediaRich Server scalable solution turns the existing photography investment into immediate returns. Today creative talent can generate large product images with appropriate detail, messaging, promotions, associated video, etc. quickly and easily within one system.

Sundance calculated that it realized a return on its investment in a complete new infrastructure within the first year of use. The savings is projected to be even larger now that product lines can easily be extended with MediaRich functionality in place.

About Sundance Catalog Company

Famed actor, director and visionary of independent filmmaking, Robert Redford founded Sundance Catalog Company in 1969 to promote the works of artists and craftspeople. The Sundance Catalog Company has received multiple Catalog Age Gold Awards for notable creative, photography and unique product assortment. The Catalog's eclectic mix of clothing, jewelry, accessories, and home decor are predominantly exclusive and offered through its catalogs, website (www.sundancecatalog.com), an outlet store and full retail stores located in Corte Madera, California and Denver, Colorado. The Sundance retail division is but one of several Sundance brand entities including the Sundance Channel, the Sundance Film Festival, the Sundance Institute, Sundance Cinemas and the Sundance Resort.

About Equilibrium

Founded in1989, Equilibrium develops and markets automated imaging technologies that save time and money in digital media production. Equilibrium solutions are used by industry leaders in multi-channel retail, manufacturing, publishing, healthcare, financial and entertainment. MediaRich powers some of the largest B2B portals, web 2.0 infrastructures and websites in the world. MediaRich customers include Cisco, Disney, E! Entertainment, Netshops, Omnicom Media Group TMV, and Sony.

For more information and software trial: www.equilibrium.com or 1-866-EQUILIB.

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