

mighty imaging



the mighty imaging digital manifesto

Ten Things We Believe to be True... and Why We Believe Them

www.mightyimaging.com /602 977 1234



1 Digital Rocks

It simply does. It's quick. It's malleable. It is dynamic and challenging and **just plain fun**. Photographers, Designers, Clients and Artists can work with the images to create effects that have an **unlimited creative potential**.

If it's in the **mind of the creator** it can be done **digitally**.





2 Digital Liberates

Photographers can **shoot more images**. Designers can create more designs. Clients can see more work and **USE it in more places**. Digital liberates the image from the old mediums. It transgresses the material... It can be pulled and stretched and faded and retouched and colorized and **God knows what else**. Then you can go back and do **something different** with the same image.

Again.





3 Digital Scores!



It makes the **grade**. It delivers the **punch**. It creates a 'file' that can be given away, sold, rented, printed, animated... and more.

And that makes it an itegrel part of your arsenal of tools. It makes it a **star player on your team**. It makes it a proven competitor that can deliver the goods with vibrant colors, high definition clarity and **impact**.

Lots of impact.



4 Digital is Green



Well, you know, not actually Green... We mean it so **helps the environment** by eliminating so much chemistry and wasted material that it is astounding. Clean water? **Digital delivers.** Clean air. Digital helps. Landfills no longer filled with **millions of little film canisters** and those plastic film containers so coveted by Kindergarten teachers for their fingerpaints. OK, so not having film containers with fingerpaints could be considered a downside, but the rest of it is so powerful.



5 Digital is Fast



Really, really fast. Instantly capture an image and review it. Adjust. Shoot it again. Perfect. Move it to the desktop, adjust and correct, send for prints or directly to the end user. Shoot, adjust, print – in an hour:
Or less. Prints take less time to correct because the digital image requires no copy negative, internegative, additional processing, drying – its faster. And the time that it used to take to repair scratches, retouch out telephone lines and make the colors match is **now a few hours, not days.** Digital makes it **lightening fast.**



6 Digital
isn't as good
as film...
It's Better



Yes. We said it.
We believe it.

On so many levels (see above).

And digital doesn't go bad if it is left out of the refrigerator for a couple of days. In fact, **most** digital photographers don't put their flash cards in the freezer.

Really.

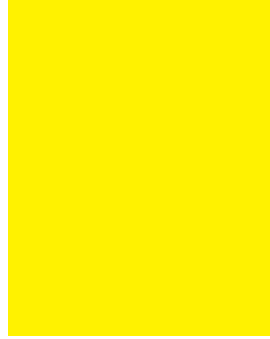


7 Digital Images Create Impact

Lots of impact.
Lots of drama.

Lots of bright colors, larger print sizes than you thought you could afford. More clarity. **More variety.** More prints than you got before, for less than you paid last time. **And that is an impact... on your bottom line!**





8 Digital Makes More Possible

From the ability to shoot hundreds of images to get that **one special image**, without spending a fortune on film (and those little fingerprint pots), to the ability to **shoot a seemingly impossible image** that can be **revealed with digital tools**. Old images that could not be printed can be scanned and recovered. Images that were **nearly impossible to color correct for** are now easily corrected.

And then shared, printed, digitized,
Flashed, posted...
More possibilities.





9 Digital Isn't "Easy"

But it is
Worth the Effort



We know that lots of folks have shyed away from digital. Its **new language** and **new tools and techniques** may seem **daunting**.

They're **not as scary** as you think.

They can be **learned** and **mastered** and used to **vitaly impact your business**. Create impact where you need it. Create vitality and customer awareness and – well... like we say, **it IS worth it**.



10 Digital Will Keep Evolving ... And So Will We



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Absolutely.

Every day a new technique, service or technology shows us a **fantastic new vision** of what can be done. And we will continue to stay ahead of the curve. For our clients **that promise means we will deliver** the absolute finest digital images possible. At a price that is competitive. With **service that is unparalleled**. And with a joy that is a part of all of us at Mighty Imaging.

We love this stuff, we really do.