

Autonomous Image Editing and Enhancement Solution



CASE HIGHLIGHTS

The Client

Company: Fashion Retailer
Location: USA
Industry: Fashion apparels and accessories

The Objective:

Image enhancement of fashion accessories & apparels, processing 12,000 images per month

The Solution:

12,000 plus Image enhancements every month, to optimize company's brand name, for various fashion accessories & apparels.

The Challenges:

- Skin should appear free of blemishes, bruises, tattoos, piercing, etc. however skin should retain its texture and not look too soft or plastic.
- Hair should be lightly touched, only when necessary. Light fly away removal when too much exist. Avoid over re-touching the hair.
- Garment should be free of excess wrinkles, sides should be smoothened and bra straps and bulges removed.
- Background should be solid white; dirt on the floor and background items need to be completely removed however, foot shadow should remain

Image enhancement services are utilized to transform ordinary images to improved images of superior quality, for representing a brand. The images used across adverts, in websites and on marketing collaterals, can make or break the image of a brand. Company's brand image nowadays can take a back step or can be enhanced with a single treatment to the image of a product range. Image enhancement specialists works hand in hand with client's management team to gain perfect understanding of the brand image their company wants to project. They carry out repairs conveniently on or off-site depending on the client's preference & upon completion; the representative executes a monthly or quarterly walk-through with clients.

One of the leading fashion products retailers, with its center of operations at Foothill Ranch - California, were looking for image enhancement of their entire range of fashionable and prevailing apparels and accessory items. They with their affiliates functioned as a specialty retailer of apparel and accessory items for women in United States, three mall-based chains of retail stores with three different brand names, offering apparel and accessories for teenage girls. These stores concentrate on denim products for teenage girls with store sizes varying from 1600 square feet (150m²) and 4000 square feet (370 m²). The client now possesses a total of 532 stores in 47 states.

Re-touch and/or enhance, to convert raw images within Adobe Photoshop. A challenging project altogether to process approx. 12,000 images per month well within the turnaround time.

Technology / Software used

After comprehending client requirements; it was concluded to use WS Image Process.Pdf & AB Image Process.Pdf for successfully executing this image enhancement project.

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The Solution

Images were uploaded on server, for processing as per client specifications, with appropriate nomenclature to save on data transfer time. 14 graphic designers worked, dedicatedly on this ongoing image enhancement project, for enhanced consistency in quality and pace of work for 12000 plus images a month. Workflow was designed specifically to allow each designer to work only on their specific area of expertise, i.e., skin tone, hair, etc. in coordination with internal checklist & specifications by client. Stringent three layered quality check process was followed, and renaming images was allowed only when required. Upon completion, the process of data transfer through server was followed to submit images back to client.

Benefits

- Images were enhanced through advanced photo editing software, in state-of-the-art image editing infrastructural facility.
- Quickest turnaround time 8-12 hours – Our USP
- Images were processed & delivered in a format and resolution specified by the client.
- Confidentiality, Copyright and Privacy was the top priority, as images were not merged, published, distributed, sublicensed, sold or inseminated further.
- Fast & efficient services, saved time & cost of hiring additional resources

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About Hi-Tech Outsourcing Services

Hi-Tech BPO, ISO 9001:2008 Certified service providers, an India based organization providing comprehensive business process outsourcing services to 3,100 plus, 80% recurring, clients across USA, Europe, Australia & Middle-East. The company offers a full range of BPO services across industries like Healthcare, Medical, Banking, Finance, Media and Entertainment, Hospitality and Travel - to name a few. Known as an innovative and trusted partner for Business Process Outsourcing (BPO) Services, their service portfolio includes data entry, data processing, data conversion, web research, scanning and indexing, transcription services and much more. Rated as a high performance company, they implement a multilayered quality check for all projects and ensure that qualitative, time bound and cost effective services are consistently delivered.

Hi-Tech's Image editing and enhancement expertise ranges from adjusting saturation, color balance, contrast, brightness and density of images to applying filters, removing or inserting backgrounds, cropping and removing blemishes, noise and grains in images etc. Their client portfolio consisting of Professional photographers, designers, architects, media houses, publications & many more, speaks high of their high-quality image enhancement services. With 600+ projects across the globe, they are well equipped to transform your digital images from ordinary shots to brilliant pictures. Experienced & skilled image editing and enhancement artists at Hi-Tech, give your brand image an extra edge over your competitors.

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