

Picture Perfect

Singapore's leading photography studio takes their art to the next level with Adobe Photoshop CS5 and Lightroom 3.



LiveStudios
Interactive Photography
Singapore
<http://livestudios.com>

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Willy Foo,
Chief Executive Officer
(CEO) & Founder of
LiveStudios

Established since 2003, LiveStudios Interactive Photography has been a pioneer and leader in live photography. Fronted by Willy Foo, CEO and Founder, the studio focuses primarily on two main areas - live photography and commercial photography - covering as many as 900 shoots annually. With its portfolio consisting of high-profile celebrity shoots as well as commercial work with international organisations such as Citibank and HSBC, LiveStudios is one of Singapore's most prominent photography studios.

Willy is very active with the photographic community and has won numerous awards over the years for his innovative work.

Company Summary At A Glance

LiveStudios Interactive Photography has been a pioneer and leader in live photography. Front man Willy Foo, CEO and Founder, is a very active member within the photographic and social media community in Singapore. He has won numerous awards over the years for his innovative work, including the Martell Rising Personalities Award 2008, and was appointed as the official photographer for Audi Fashion Festival, APEC CEO Summit, IMF World Bank Meetings amongst other prominent events.



Challenge

- Improve business efficiency Photography
- Manage production costs
- Push creative and technical boundaries in photography and photo editing

Solution

- Streamline and manage workflow and processes
- Enable efficient photo management and editing
- Easy export of photos onto various platforms

Benefits

- Eliminated mundane tasks via automation
- Shorter time taken to sieve through all the photographs and rate them
- Improved digital artists to photographer ratio
- Freed up resources to take on additional projects

When Speed is of the Essence

In this demanding and competitive industry, photographers are constantly striving to push the boundaries of technicality and creativity. LiveStudios has 11 photographers on duty every day, handling up to nine events daily, ranging from weddings to corporate affairs. This places an enormous time pressure on photographers to execute their duties effectively and efficiently.

Willy has been using Adobe creative solutions to address this challenge since 2003. "As photographers, we sometimes face external factors or constraints that are beyond our control, such as lighting. Adobe Creative Suite helps us to overcome these problems in post-production quickly and efficiently, saving a significant amount of time in completing commercial photography assignments," said Willy.

Photographers in LiveStudios use Adobe's suite of products in their line of work, including Adobe Photoshop CS5 and Adobe Lightroom 3, to better streamline work processes.

Preset functions included within Adobe Lightroom 3 allow photographers to easily adjust photos to different sizes before exporting them out onto various platforms.

This is extremely useful for the photographer in ensuring that the right photograph requirements are met.

Not just that, the rating system in Lightroom enables photographers to quickly rate photos and narrow down their selection of images based on the clients' feedback. With this shortlisted pool, photographers can speedily decide which photographs require editing and import the raw files into Photoshop for editing.

"We love using Adobe's suite of products because its solutions are so well integrated with each other. The archiving and photo management capabilities in Adobe Lightroom 3, together with powerful digital imaging software like Photoshop CS5, allow us to easily streamline our work processes, making us more efficient. This frees up more resources for us to take on additional projects, improving the company's bottom-line."



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Going Above and Beyond the Limit

LiveStudios continues to push photo editing limits with Adobe Photoshop CS5. In the past, digital imaging artists had to spend at least two hours or more to stitch and edit one photo. Now, by using the PhotoMerge tool and Content-Aware Fill tool in Photoshop CS5, these allows artists to seamlessly fill a selected area of an image with similar image content nearly, they are able to cut this lengthy process down to a mere few minutes.

The Puppet Warp tool in Photoshop CS5 is a saviour at LiveStudios. For example, it was used to adjust the shape of a flowing ribbon taken during a commercial shoot. "With Puppet Warp, we were able to reduce the number of shots that we had to take during a commercial shoot from 1000 to 200. This really helps save a lot of time for both our photographers and digital artists."

Over the years, enhancements in Adobe Creative Suite software have paved the way for LiveStudios to achieve significant efficiencies and increase productivity in their operations, including reducing the ratio of digital artists supporting photographers from 1 digital artist supporting 2 photographers to 2 digital artists for 10 photographers.

On top of that, Willy uses Actions in Photoshop to automate tasks, for live photography shoots where speed is of the essence. These shortcuts enable the LiveStudios team to quickly edit photos, layer them with graphics within minutes and publish these images directly to an onsite projection screen and print during events. Apart from saving a significant amount of time, this feature also eliminates the need for a digital artist to be onsite just to edit photos – saving time and effort.

Sorting and narrowing down photo selections have become easier and faster, thanks to Adobe Lightroom's photo rating system.



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Toolkit

Adobe Creative Suite Products including:

- Adobe Photoshop CS5
- Adobe Lightroom 3

Something for Everyone

As an award-winning photographer who has worked with Adobe Photoshop for the last nine years, Willy recognises and understands the power of digital imaging technology.

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For more information

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