



**CHANGE DOESN'T  
SCARE US.  
WE USE IT TO  
GET AHEAD.**

[vodastudios.com](http://vodastudios.com) 1 800 760 VODA [info@vodastudios.com](mailto:info@vodastudios.com)

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photography studios digital production locations pre-media/color services



# THE GAP BETWEEN CLIENTS AND TALENT IS OFFICIALLY CLOSED.

photography

studios

digital

production

locations

pre-media/color services



## SEAMLESSLY INTEGRATED END-TO-END SERVICES MAKE VODA STUDIOS THE PERFECT BRIDGE

VODA Studios was designed with purpose. We built this place from the ground up on a rock solid foundation of talent, experience and time-tested business practices. It's our business to make your life easier. We partner with you to bring your creative vision to life. And we streamline the entire process to maximize efficiency at every turn, saving precious time and valuable resources. We're set up so you can use all of our services from beginning to end, or only what you need. No other studio can match what we offer. And we're more than willing to prove it.

Give us a call.

# THE ONLY THING MISSING AT VODA STUDIOS IS YOUR PROJECT.

photography

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With studios ranging from 1,800-5,300 square feet of workable space and just about every photography-related service under one roof, VODA Studios allows you to create the greatest result in the shortest period of time, maximizing every efficiency to save time and money. In today's quick-turn, budget-conscious environment, having everything you need under one roof is more than a nice-to-have; it's a must-have.

We've got all the equipment. We've got the contacts. We've got plenty of room for your entire team—photographers, directors, stylists, clients, and anyone else you need to have on-site. Plus, we have a friendly, knowledgeable staff of experts who make sure everything runs smoothly. We know when you evaluate a project it's not all about the pictures. It's about the entire experience from start to finish. At VODA Studios, we refuse to let you down.

## STUDIO RENTALS

Our studio can be configured in any way, depending on your preference. If you're a photographer, you probably weren't hired for your crew-assembling skills, asset management techniques or catering prowess. That's fine. When you rent space at VODA Studios you have access to all that and more, every element of the media creation process. Here, you can focus exclusively on what you were hired to do, and we'll take care of the rest.

## WHAT'S MISSING? NOTHING.

- Daylight or blackout
- Kitchenettes
- Dressing Rooms
- Daylight Balanced Hair & Makeup stations
- Kicking stereo with CD & iPod dock, satellite radio
- Equipment Rentals
- Digital Capture Services
- Retouching
- Pre-Media services

# PUTTING THE IDEAL TEAM TOGETHER IS JUST ONE OF OUR SPECIALTIES.

## photography

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Each and every project is different. So is every crew. That's why it doesn't make sense to staff a team or use the same photographer and crew for every type of job. At VODA Studios, we work with you to identify exactly what you need. And then we build the team best suited to get the job done. When you work with us, you have access to the full range of talent we've assembled. We don't just pick up someone's business card and add it to our Rolodex. We carefully pick and choose who gets to work with us. If someone's not good enough to work with us, they're definitely not good enough to work with you.

## CREWS, PEOPLE AND EXPERIENCE

VODA Studios maintains the largest pool of proven photographers, stylists, producers and assistants from around the country. And we'll work with you to identify and assemble the best possible crew for your particular creative project. You can take comfort in knowing there's nothing we haven't seen or done. We're ready for anything. We know what works, what doesn't. And we built this place accordingly.

Mixing and matching talent from every discipline affords incredible flexibility and responsiveness. We've got photographers with years of experience and know-how working alongside today's best young talent. We've got an array of experience working with major national clients, from retailers to ad agencies, to in-house marketing departments and editorial houses. We understand their specific needs and challenges. And we're uniquely designed to meet those challenges and exceed expectations.

## AND DID WE MENTION?

- Merchandise tracking
- Online workflow management
- Scene7® Integration
- Color Authoring
- Pre-Media/Pre-Press Services

# YOU FOCUS ON CREATING AND WE'LL TAKE CARE OF THE REST.

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When you work with VODA Studios, your creative energy doesn't have to extend into coordinating production crews, securing locations, and making sure everyone is satisfied and where they need to be at any given time. We've got you covered—in Seattle, from New York to Los Angeles, and everywhere in between.

We take care of all the little things that can distract from your main objective. And we can provide you with a dedicated shoot producer—in studio or on location—to make sure everything from talent casting to catering goes off without a hitch.

## CREWS ASSEMBLY

You don't want just any crew. You want the best crew. When our connections become your connections, the best is all you have to choose from. Our Studio & Location producers help you match talent to task. They handle everything that goes into putting your project together—assembling crew sheets, obtaining permits, making sure everyone knows where they're supposed to be, how to get there—everything.

## ON LOCATION

There are plenty of obvious needs when shooting on location, some not-so-obvious ones too. VODA Production can handle both, working with VODA Locations as needed to secure your backdrop and making sure the location is outfitted with everything you'll need—from trailers to RV's and Porta-Pottys®.

## CATERING SERVICES

VODA also works with the best restaurants and caterers in the region to offer in-studio and on-location catering services. We make sure the freshest ingredients are used to prepare everything from comfort food to ethnic gourmet. Our nutritious, innovative menu makes location catering another thing you never have to worry about.

# SETTING IS AN INTEGRAL PART OF THE STORY.

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Finding the ideal location is never easy, unless you work with us. VODA Locations can help you find the picture-perfect backdrop for your next still photography or video project. Farmlands. Desert. Coastal communities. Beachfronts. Whatever you need. Whenever you need it. We've got bars, clubs, and homes of all shapes, sizes and architectural styles—from Tudors to Craftsman, Mediterranean to mansion—all easily accessible via short drive or quick flight.

## LOCATION LIBRARY

You're free to peruse our existing location library online at [www.vodalocations.com](http://www.vodalocations.com). We can also custom-scout a location depending on your unique needs and creative vision. Give us a call, tell us what you're looking for, and we'll have pictures on your desktop in short order.

## PROPERTY OWNERS

If you'd like to include your home in our location library, let us know. We'll come out, shoot a few pictures and take some measurements. We're always on the lookout for homes with unique architectural design and interesting spaces.

# THE INDUSTRY IS CHANGING. BUT WE'RE ALWAYS AHEAD OF THE CURVE.

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**pre-media/color services**

Today, speed rules and flexibility reigns. Your images need to be prepped to exist in multiple channels—catalogs, print, Web, basically anywhere the target audience is likely to find them. VODA Pre-Media Services makes sure you get your files the way you want them, as quickly as possible and in as many different forms as necessary, using the latest workflow systems and color management practices to create efficiencies that save you time and money. Change doesn't scare us. We use it to get ahead. With color offices in Seattle, Los Angeles and Shanghai, we're always just around the corner.

## COLOR SERVICES

Whether you're producing a B&W newspaper ad or 100-page direct mail catalog, VODA Pre-Media Services has the experience and knowledge to deliver exceptional, flawless color. We bring an unmatched level of attentiveness to your digital assets, from image prep to final assembly and pre-flight. The results are crisp, vibrant color that leaps off the page to grab the attention of your customers.

## AD ASSEMBLY

Don't worry about taking the images and getting them ready for publications. We've got that covered, as well. We can assemble your custom ads or create updatable templates for ongoing needs. We'll take care of everything, right down to the shipping.

## PRINTING

We might as well help find the right printer while we're at it. Whether you're printing a Lookbook stateside or need print packaging overseas, we can broker a contract that meets your needs.

- Online job tracking
- Digital Asset Management
- Online Proofing
- Final proofs

# WE HAVE ALL THE LATEST EQUIPMENT AND TECHNOLOGY, AND WE'RE NOT AFRAID TO USE THEM

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People throw the word “digital” around a lot, but what does it really mean? At VODA Digital it means using the latest equipment and technology to ensure your project meets the strictest standards for both print and digital distribution. We know what digital means because we’re helping set the standard. Our research and development division works in conjunction with industry leaders beta-testing new technologies long before they’re available anywhere else. So when we meet your specific needs and workflow situation with a custom configuration, profile or application, you’ll know it’s the best technology available. And when you see it in the studio it’ll be right the first time.

## DIGITAL CAPTURE

With VODAcapture™, we offer the most complete set of digital packages and services in the northwest. We’re constantly upgrading our equipment. We’ve got all the tools—including the latest packages with digital backs from Leaf & Phase One, and Canon DSLR’s—and our expert techs can handle whatever the most demanding shoot has to offer, in studio or anywhere around the world. Visit [vodastudios.com](http://vodastudios.com) for more information of packages and pricing.

## ASSET MANAGEMENT

What do you do with the hundreds, often thousands of shots taken at multiple remote locations? How do you best make sure each picture looks like it’s for the same campaign? How do you get the creative input you need from someone not on the shoot? And what about client approval?

We measure our ability to handle your assets in terabytes. Our servers are huge. We back-up, archive and monitor your files 24/7. We store archives off-site for maximum security. We make sure lost or corrupted data is taken out of the picture. File access via the Web is password protected. Shots can be made available almost immediately for sharing with art directors, clients, whomever, to expedite the decision making process. We can quickly have contact sheets available on-set for client approval and make selects available for immediate retouching in the production suite.

## RETOUCHING

VODA Studios offers full retouching services onsite to expedite the completion of your project. Our team of specialists has the technical expertise to color correct everything. We make sure every swatch matches its garment. We remove every blemish. We improve skin texture. We enhance and emphasize, improving existing images in every way. We can even create new images with whatever is captured. And we do it all at the highest possible resolution.

## OBJECT VR

Object VR is where interactive and photography come together. The creative minds at VODA Studios and the R&D team at VODA Digital have developed a way to generate high quality interactive digital images your customers can zoom in on, pan or rotate— all at costs similar to traditional photography. Yes, it can be done. And it can be done well. See a demo online at [vodastudios.com](http://vodastudios.com).

## COLOR AUTHORIZING

Color Authoring is growing more and more popular in the digital space, but few companies are able to pull it off seamlessly. We happen to be one of them. Color Authoring makes it possible for you reduce photography and production costs. Your customers can interact with a single master image online, pointing and clicking on various texture and color options to see your product in a new way, fueling the purchasing decision.

## CONSULTING

With an extensive background in retail, e-commerce and advertising photography, plus years of in-house studio consulting and development, VODA Studios is the perfect partner to help build a studio from the ground up or taking what you have now to the next level. No matter the challenge, whatever you need, we are the uniquely equipped solution. We can do it all—from negotiating equipment purchases to building the best photography and color workflows in the industry.

## DIGITAL EQUIPMENT

- Mac Towers & Laptops
- Built-in back-up drives
- Dual-monitor viewing
- Digital backs from Leaf and PhaseOne™
- T3 LAN and gigabit wireless networks
- Online and Hard Proofing
- Fully mobile VODAcapture systems