



## Change to Digital Output Transforms Photo File's Core Business Model From Large Inventories to Print-on-Demand

### Photo File Leads the League In Popular Sports Photo Market

Photo File, located in Yonkers, N.Y., is the world's largest producer of licensed sports photography. Its agreements with Major League Baseball, the NFL, NBA, WNBA, NHL, WWE and their respective players associations, as well as with thousands of individual athletes, authorize it to print millions of photos every year for retail store and stadium sales, autograph sessions, and fundraising events. Photo File's archives reach back to include big-league baseball players from the 19th century. The company produces images of more than 7,000 different athletes annually. "In a nutshell, we're the ones to turn to for famous sports photos and photos of famous – and not-so-famous – sports figures," says Peter Singer, the company's Business Systems Manager.

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Photo File knows sports photography – from yesterday and today. It provided the glass negative image the U.S. Postal Service used for its Lou Gehrig stamp, and was shipping digital prints of Alex Rodriguez in his New York Yankees uniform the day he first put it on. On its web site are its latest offerings – 12-by-36-inch panoramic images of such notables as NBA rookie sensation LeBron James, Yankee All-Star Derek Jeter and the Pittsburgh Steelers' feared "Iron Curtain" defense. Now Photo File knows digital output. Its Durst Theta 50 Digital Lab System produces more than 1,000 quality digital images an hour, prompting the company to reduce its large inventory of photos in favor of a more efficient print-on-demand business model. The Theta also produces those popular 12-by-36-inch panoramics, which

creates a whole new revenue source for Photo File. "The Theta was our leap into the digital world, and it allowed us to make a big leap in terms of productivity," says Jim Spad, Photo File's Lab Manager. "Digital output has fundamentally changed our business."



Photo File's Starting Line-Up (from left): Lab Manager Jim Spad, Photo Editor Bryan Reilly and Business Systems Manager Peter Singer.



Photo File's ability to create a whole new breed of innovative digital sports images with its Durst Theta 50 Digital Lab System puts the company in a league of its own.



The productivity and versatility of Photo File's Durst Theta 50 Digital Lab System has allowed the sports photography company to replace its large inventories of images with a print-on-demand business model. The Theta also allows Photo File to produce 12-by-36-inch panoramic images and other innovative digital output that creates a whole new revenue stream.

## Photo File Drafted for Speed, Got Quality & Versatility in the Deal

"We've come a long way from originally having our processing done by one of those 24-hour photo stores. We eventually built our own lab, and over the years upgraded our equipment and processes to maintain a state-of-the-art operation. It was a logical next step to evolve to digital output. We chose the Theta 50 because of its workhorse ability and the return on investment. When the Super Bowl hit, it pumped out more than 30,000 images in 24 hours. We

can get a call at 3 p.m. and – in the time it used to take us just to test – we've printed and sent out the order by the end of the day. And image quality is up in every way – color, contrast, sharpness. Our photographers didn't believe our prints were from a digital workflow. We're doing odd-sized images, like the panoramics, that we weren't able to do before. In addition to everything else, the Theta is helping us expand business on our retail web site."

**Bryan Reilly, Photo Editor**  
Photo File Incorporated