

Prophoto

Peter Phelan, proprietor of Prophoto, was the first to sign up to broadband when it became available through the Penryn exchange in 2002.

As a commercial and editorial photographer for the last 20 years, Peter has always sought out the 'Unique Selling Proposition' for his business so as to stay one step ahead of the competition. For example, prior to the advent of digital photography, the company maintained an edge through its in-house printing lab.

Now, Peter is taking full advantage of broadband and using it to offer a service to clients at all times – regardless of where he may be at any one time.

Peter says "Broadband has completely revolutionised the way I work. I am now able to operate from literally anywhere in the world. I always knew that broadband would bring benefits to the business, but did not initially realise the extent and the way in which it would radically alter my way of working."

"Shooting digitally, images can now be processed either in the office or on location from where they are uploaded to a specific

password protected clients' area of my website for proofing. From there, the chosen images can then be added to a 'virtual lightbox' which is then emailed to me. I can then process the raw image files and these high resolution images are then uploaded to the private area for the client to download. As a result I have now been able to supply images, including large exhibition display graphics from my site to organisations in Israel, Poland, Scandinavia, Europe and the USA – all completely unattended.



For pump manufacturer Watson Marlow, one of my major clients, I have now also set up their own specific private photo library area, where the latest images are uploaded and made available immediately to their agents and distributors worldwide, not to mention magazines and PR agencies."

One of the greatest benefits Peter finds from broadband is the flexibility to service the needs of several clients, wherever he might be.

"For example, I travel around the country quite frequently, shooting on location. And last week, I was in Cambridge on a shoot for Watson Marlow and while in the area, I also covered off a shoot for Siemens at the Radisson Hotel, Stanstead airport. Because of broadband, I was able to upload the shots I had taken for Watson Marlow to my website so the client could view them, whilst I was busy on the Siemens shoot.

I use remote software Radmin, which allows me to have remote control over the computers in

my office; I can even remotely print out 7 x 5 PR prints in my office from anywhere in the world.

In future, I plan to use wireless hotspots such as those operated by BT Openzone, so I can prepare work whilst on the road. With a laptop and an auxiliary screen, I will have everything I need to prepare graphics and deliver them from anywhere in the world. The bottom line is that clients should no longer need to think of me as a 'Cornwall Photographer' - wherever I am worldwide, I can still service my clients' imaging requirements."

Peter has also now set up Prophoto Academy, offering photographic holidays, tuition and seminars - which, thanks to broadband, he will also expand to include online tuition in future. The first holiday course will happen in Portugal this autumn, - proving Peter's point that he can now operate effectively from anywhere in the world.

www.prophoto-international.com