



## RealTimeProof Testimonial: Agency

### DP & Company

As you browse the DP & Company website you realize that you're not dealing with a run-of-the-mill agency. Phrases like "fierce pride of ownership" are used to describe the Detroit-based company's approach to the work it performs for clients all over the world.

DP's 21st century technologies and 60's ethics combine powerfully to deliver for clients like Volvo, Kmart, and Visteon.

"We shoot Volvo catalogs all over the country, and we've been able to use the RealTimeProof application to get photographic approval globally, on layouts and actual photographs taken at shoots," says Bruce Duffey, DP & Company Partner and Executive Creative Director.

More recently, DP did a corporate brochure that would be used worldwide as part of a global communications program for MSX Int'l.

"We used RealTimeProof technology to put the layouts up and did pre-production meetings with the client here in Detroit, one in England, one in Spain, and one in Brazil, all at the same time. We could explain the concepts and have a chance to communicate, giving everyone the opportunity to actually impact the work before we shot the photography."

Duffey says that the savings in time and travel, and the convenience of being able to gather people to look at layouts and other materials at multiple locations, makes our business so much easier and more efficient.

"When you show people a RealTimeProof solution, they are very impressed. Most don't realize that the world has this technological capability yet."



**Bruce Duffey**  
Partner and  
Exec. Creative Director

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**RealTimeProof**<sup>™</sup>