

# Case study

## amana inc.

»I had a flatbed scanner, but wasn't able to make much use of it.  
The SV600 is so much easier to use.«

Kanae Egusa, Video Director, amana inc.



### The customer

Part of the amana group, amana inc. is a company of visual communication experts, and is a leader in the production of advertising visuals. It is involved in the planning and production of various media, utilizing the latest technologies and various different forms of visual expression to supply services with high added value.

### Everything needed for the job within hand's reach

The job of Kanae Egusa, a video director at amana, is to prepare proposals for video advertising according to the client's wishes, and produce the videos. This involves playing a central role in coordinating staff from inside and outside the company. As it is a field in which visuals play an important role, it also involves frequent use of a scanner. A particularly valuable tool for Ms. Egusa is her ScanSnap SV600, which was installed six months ago. Ms. Egusa confesses to being astonished when she first saw the machine in operation (the way the head rotated as the light scanned across the page).

"I thought a robot had arrived in the office. At first, I was worried whether I would be able to operate it, but once I had performed a scan I realized how easy it was and that it could be used in a wide variety of ways. Now I can't live without it."

"Once I installed it on the right-hand side of my desk, I had everything I needed for the job within this 'triangle' formed by myself, my PC, and the SV600. Because I'm one of those people who, once they sit down and start on a task, don't like to have to get up again, the arrival of the SV600 was truly a boon."

This environment where she can concentrate on working at her desk is a great advantage in a job that involves grabbing the ideas as they come along and bringing them to life as visuals.

### The customer

Customer: amana inc.  
Country: Japan  
Industry: Other

### The challenge

One of the tasks at amana, a company that produces visual advertising, is to take material from reference books and incorporate it into proposals and other documents, which was work that required leaving one's desk and having to carry large books and lay them out by hand. In addition, a lot of time was taken up with revising or hand-coloring the storyboards used for video direction.

### The solution

The SV600 contactless scanner can be installed on a desk and used within hand's reach to perform on-the-spot scans. Even in the case of heavy reference books, the document merely needs to be placed under the scanner and the pages turned. Furthermore, it can be used to scan hand-drawn sketches from storyboards so that they can be processed digitally and undergo editing, such as coloring, on a PC.

## The benefits

- Stress-free production environment
- Faster preparation of proposals and storyboards
- More efficient archiving and retrieval of business cards

### Stress-free scanning of visual images

Among the things that Ms. Egusa scans most often are reference books. When preparing a proposal to present to a client, she incorporates visual images to communicate an idea of what she has in mind.

"Since we got the SV600, I can quickly browse through the pages looking for the place I need, scan it, then paste the data into my PowerPoint presentation, whereas in the past I had to do this at a different location. I am very grateful for the SV600 and for the fact that I no longer have to lug around large and heavy books, or have my post-it notes fall out."

As Ms. Egusa uses scanning to collect presentation images, she only needs to place the relevant section of the page where the light shines on it, rather than the whole thing. This is another way in which her job has been made easier (in fact, the SV600 can scan up to A3 size).



### Production and revision of storyboards by scanning in hand sketches

Ms. Egusa also uses the SV600 in the production of the storyboards that are vital to video direction. This is because it provides an easy way to scan in hand sketches and share them with clients or production staff (such as cameramen, video editors, or CG artists).

"When I get an idea I sketch it out on paper using a pen. This is vital, because sketching by hand is the quickest and most reliable way to work at this stage of the process. I then scan it using the SV600, cut the sketch out of the scanned image on my PC, and paste it into the storyboard format, coloring it in or otherwise working on it as I go. If I decide I need another frame, I simply make another sketch and scan this in too."

## Products and services

- ScanSnap SV600

Whereas back in the analog era I would have had to rub out and redraw the sketch as well as color it in by hand, I can now do all this digitally using the SV600 and a PC in collaboration."

Storyboards are continually revised and updated as she works. The SV600 demonstrates its worth in this process by acting as a gateway for digitizing analog material.

### Scanning of business cards and other documents useful for communication

Communicating with other people is an essential part of creative work. Ms. Egusa regularly meets with people, whether it be in meetings with clients or with production staff. Here, too, the SV600 has a role to play. By doing this, Ms. Egusa doesn't need to panic if she needs to contact production staff while away from the office.

"I scan the cards and transfer them to Eight, a business card management application from Sansan that makes them available on my iPhone. The SV600 makes this very easy by scanning a row of cards at a time and clipping out the individual cards."

Another useful type of document is produced by scanning details of unreleased products so that they can be viewed on a tablet PC.

"Product information is essential when meeting with production staff, but because clients will only provide this in paper form, I show people scan data that they can view on a tablet. I feel more comfortable this way as there is no risk of loss or damage to material of which I have only one copy."

Ms. Egusa has also expressed an interest in scanning solid objects, such as product prototypes she wants to include in proposals. While there is a limit on thickness, because the SV600 can provide scanned images with a high depth of field, the idea has great potential. In this way, the SV600 has become a vital partner for Ms. Egusa in her work. It seems likely that the ScanSnap will be featured more often at creative workplaces in the future.

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