

Savage Success: Small business owner Dick Savage from Savage Garden Tropical Plants saves thousands of dollars each year with his ePhoto2000

THE CHALLENGE

Each year Savage had to shut down part of his showroom for up to two weeks and pay a professional photographer to take pictures for the spring catalogue. "They always took so long and cost so darn much... I kept thinking, there must be a better way!"



Dick Savage always had a green thumb, but it wasn't until one hot summer in Mexico while working on an archeological dig, that Savage realized his passion for tropical plants. "There we were chopping away all those vines and tendrils, and I realized how powerful those plants were... I just loved it! I wanted to share that feeling with other people back home" and that's exactly what he did!

When Savage returned to the LA area, he opened his own exotic plants supply company. That was nearly 15 years ago. Today, Savage Garden Tropical Plants is the largest showroom in the Tri-city area with 28,000 square feet of exotic jungle plants. Savage supplies many Hollywood films and A-list parties; much of his new business comes through recommendations from satisfied clients.

CAPTURING THE PERFECT SHOT

One day in late winter, Savage was walking around his showroom and considering how to highlight the best features of each plants in this year's catalogue. He grabbed his new ePhoto2000 and snapped a few pictures to serve as examples for the photographer. But when his designer saw the pictures, he had a better idea. "He said, hey! These are really sharp- I can use these! Why don't you do all the shots for the whole catalogue? You know the plants, you know when to zoom in for a close up."

So Savage spent two days photographing his plants, using a homemade backdrop he had constructed from a bedsheet and a few pieces of wood, plus a couple of cleverly-positioned floor lamps. With expanded storage for up to 144 standard resolution or 72 high resolution images on the built-in RAM, his new camera enabled Savage to keep shooting with no interruptions.

Not even an accidental dousing of the camera could disturb Savage's work. "I was right beside a spray nozzle when it went off to steam up the plants, and the whole camera got sprayed with water." Savage just wiped off the lens and continued on with posing his plants.

QUICKER, CHEAPER, BETTER

Within a few days, his designer assembled the catalogue and it was sent off for printing. The camera offers additional resolutions of 800 x 600 and 1024 x 768 pixels, which are optimized for high-quality print work. "The catalogue looks as good as ever and best of all, there's no bill for \$3,000", declares Savage, "I'd recommend it to everyone. If you're in a business like me, then this is the camera for you!" Thanks to the low price of \$495, this camera saved Savage money from the very first shot.