



40 NORTH LABS

FOLLOWING THE PHOTOS

40
NORTH
LABS

+01 801 560 8501

WWW.40NORTHLABS.COM

SALT LAKE CITY, UT

AGENDA

A workflow mapping study of existing processes in Public Affairs Offices across the DoD

01. INTRODUCTION

02. STUDY BACKGROUND

03. PROCESS OVERVIEW

04. EXISTING PROCESSES

05. PHOTO MOVEMENTS

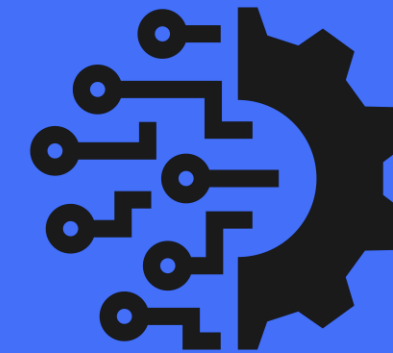
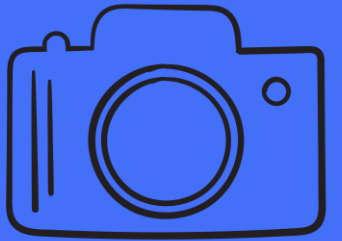
06. NEXT STEPS

01. INTRODUCTION



TOOLS FOR PHOTOGRAPHERS

We create software tools for professional photographers, so they can focus on what they do best.



SOFTWARE-AS-A-SERVICE

Our products are fully supported, with a focus on top level customer service & experience.

SECURE PLATFORM

All of our software products are secure and trusted for both our clients and our clients' clients.



02. STUDY BACKGROUND



STAKEHOLDER INPUT FROM PAO OFFICES



DEFENSE INFORMATION SCHOOL (DINFOS),
BEST PRACTICES & POLICY RESEARCH



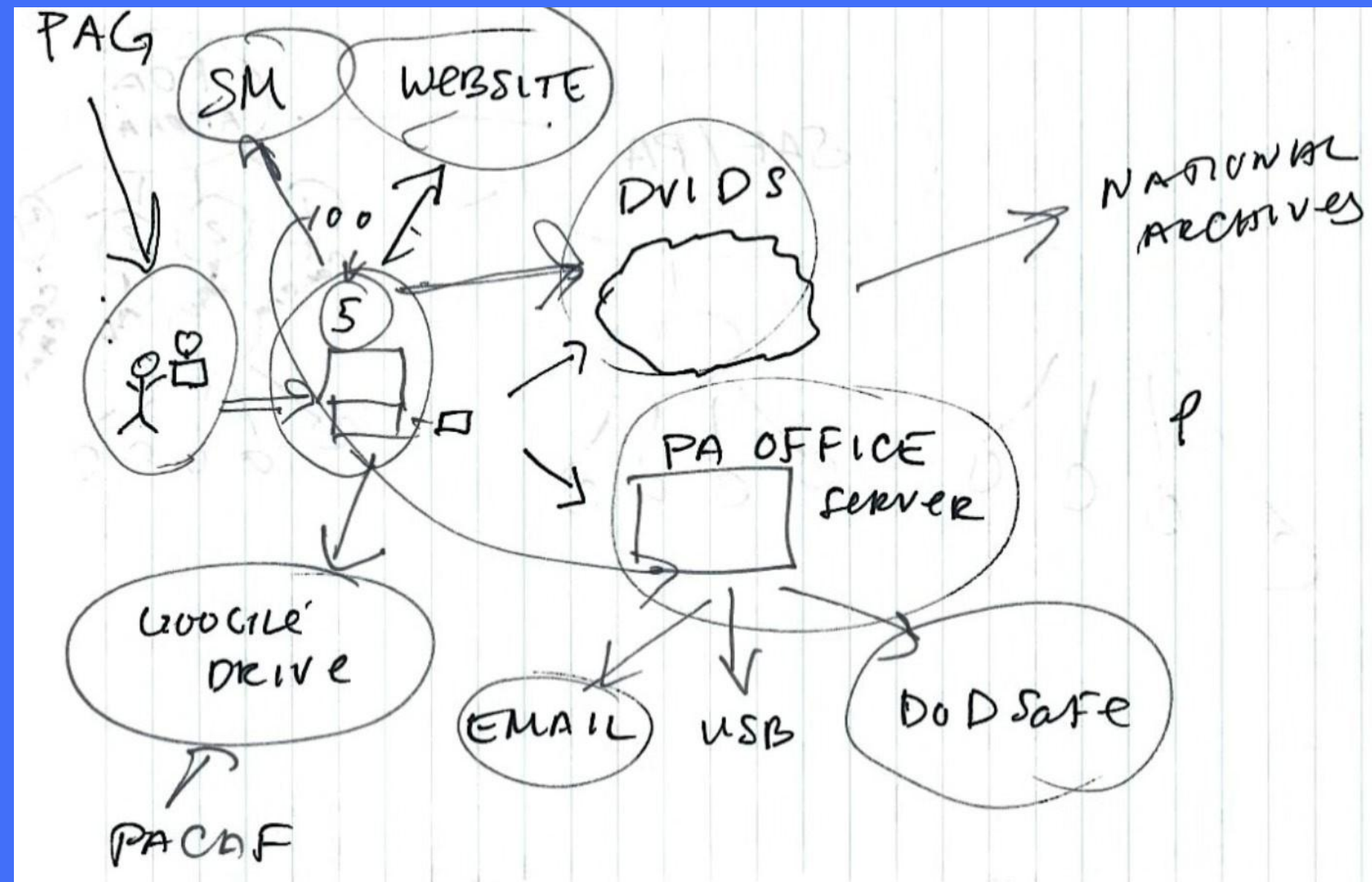
INTERVIEWS WITH DoD LEADERSHIP



PHOTOGRAPHY INDUSTRY SME INPUT

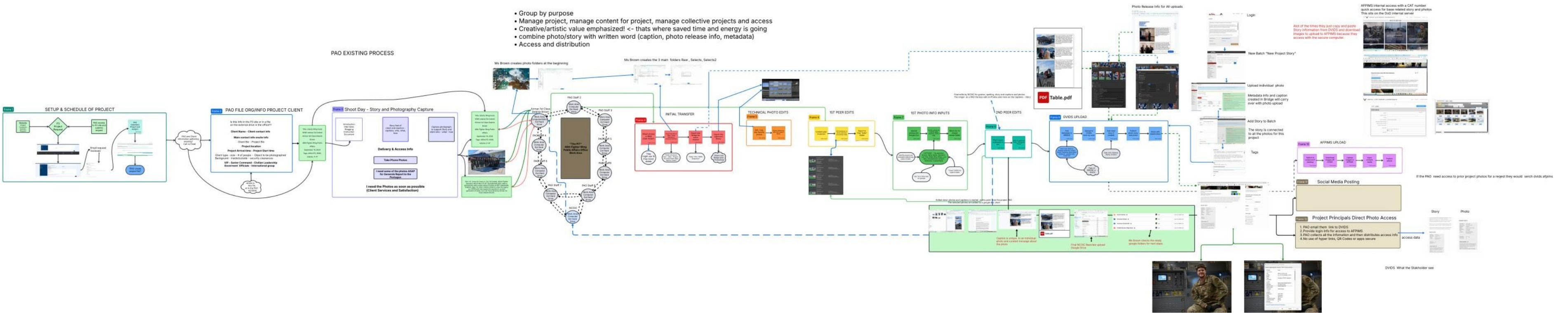
03. PROCESS OVERVIEW

Initial "back-of-napkin" interviews



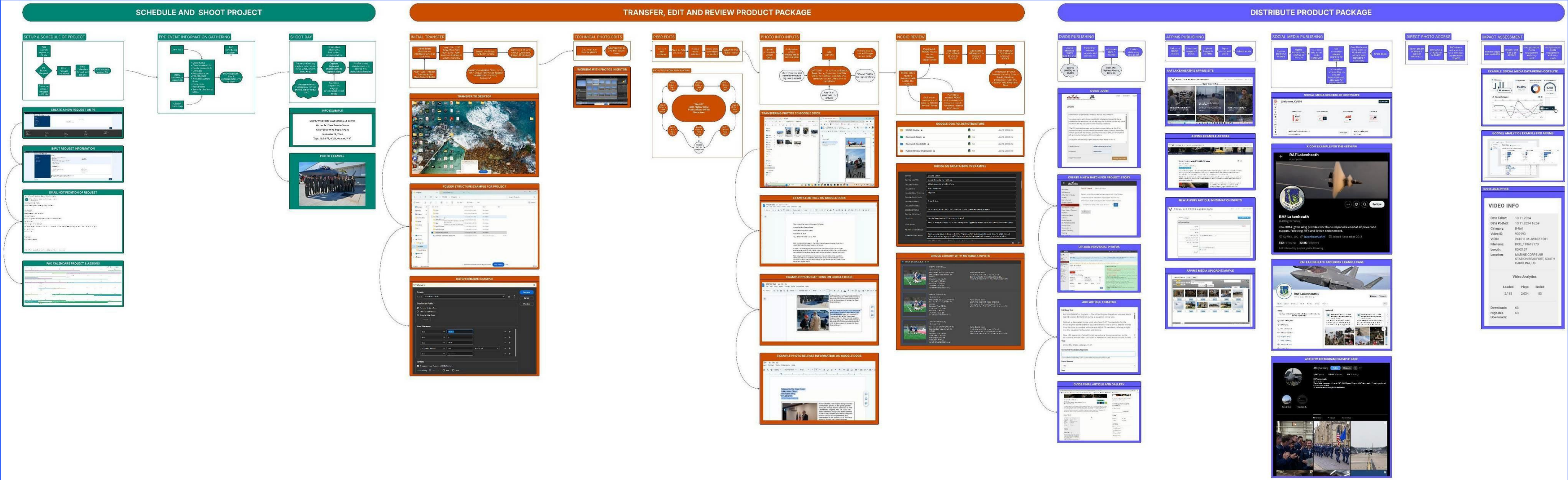
03. PROCESS OVERVIEW

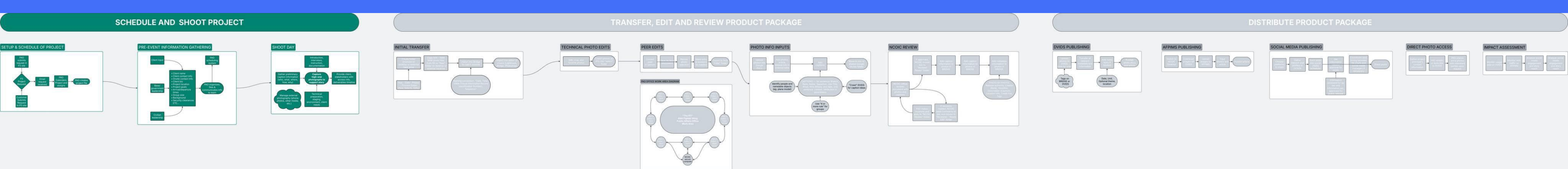
Complete workflow mapped...



04. EXISTING PROCESS

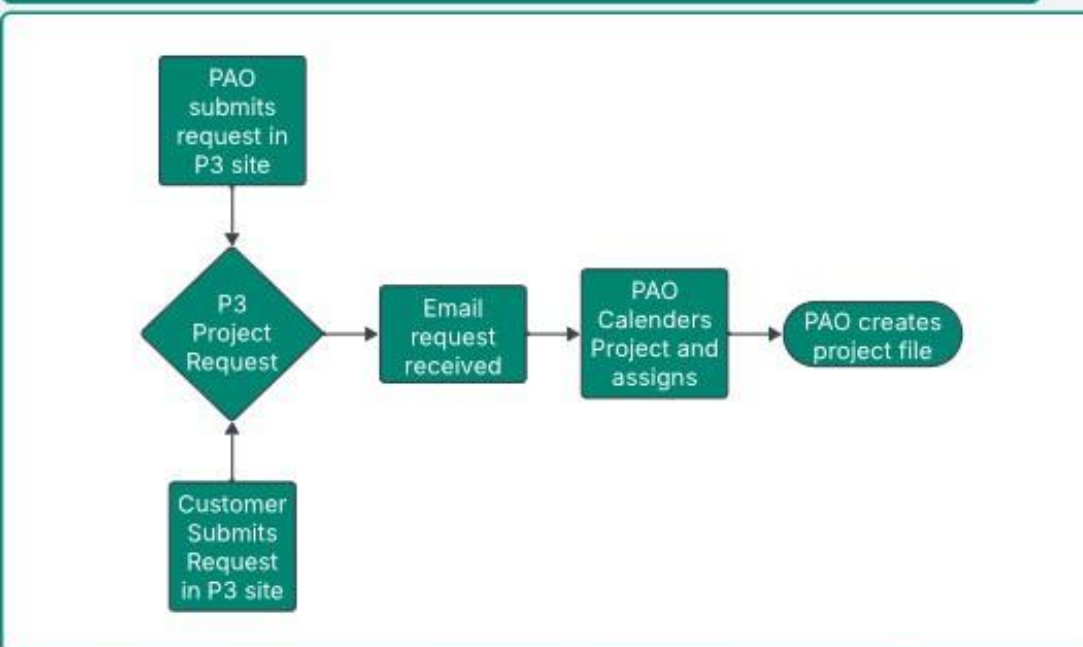
Workflow analysis



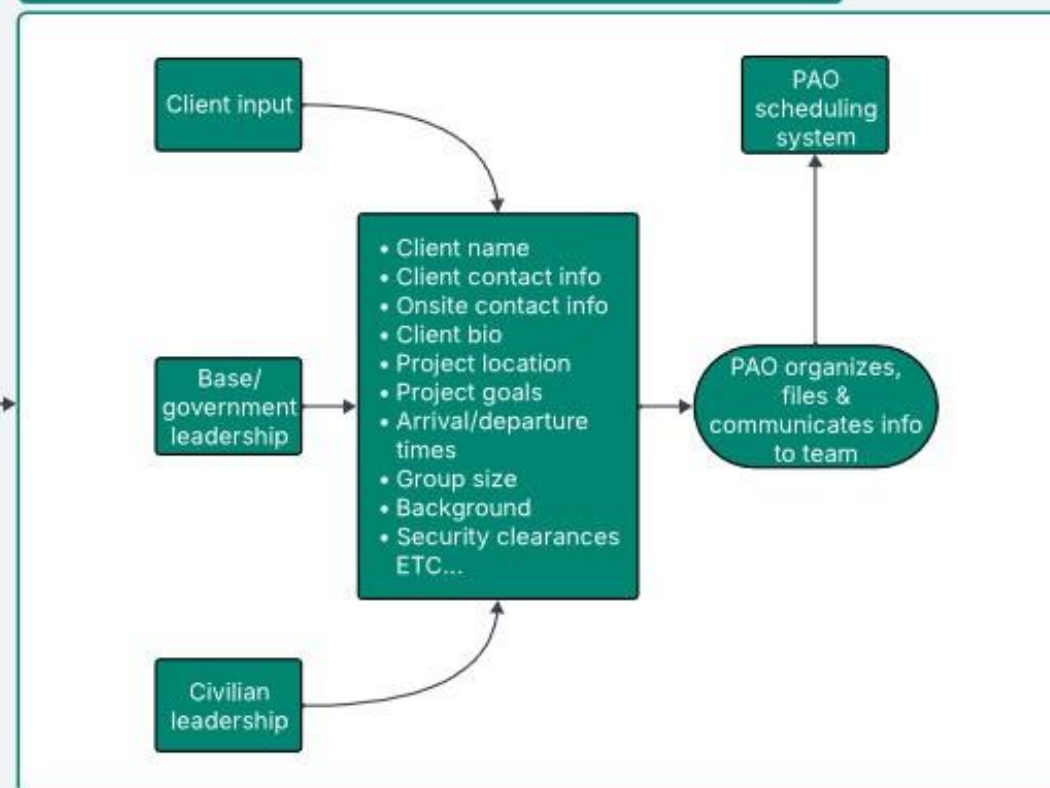


SCHEDULE AND SHOOT PROJECT

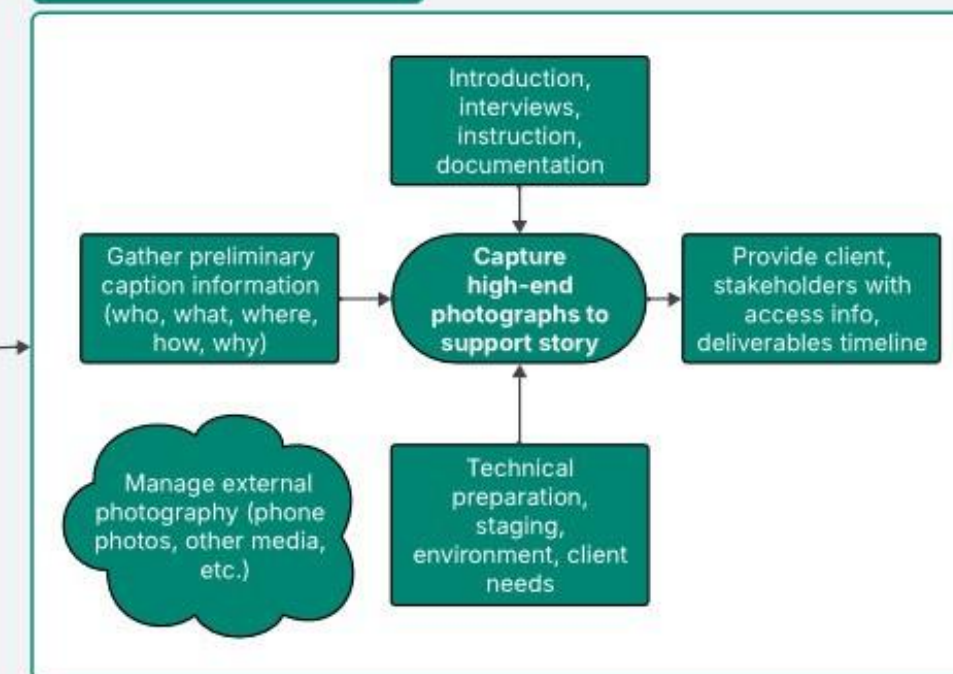
SETUP & SCHEDULE OF PROJECT

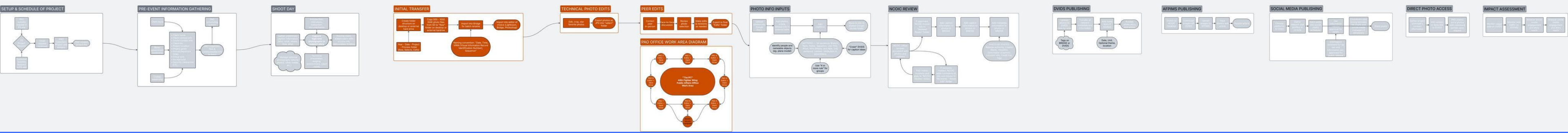


PRE-EVENT INFORMATION GATHERING



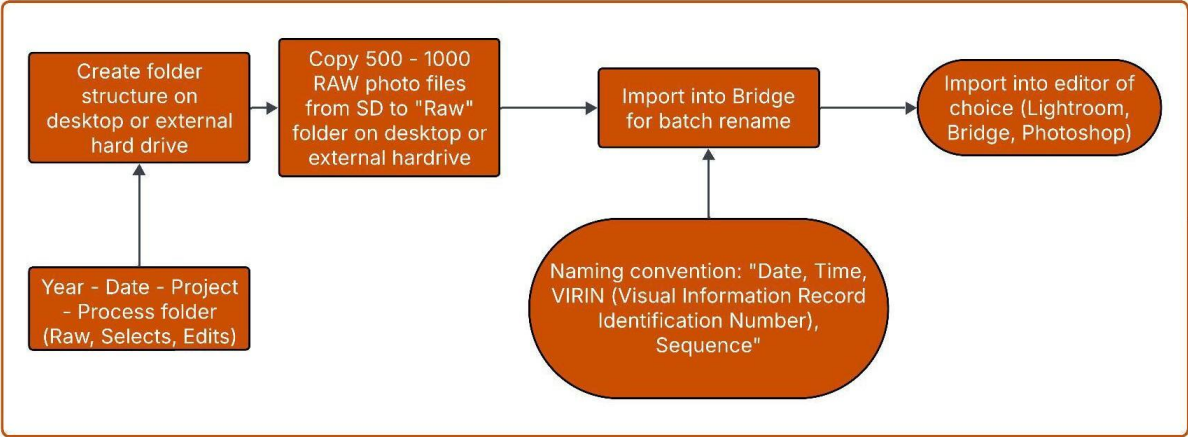
SHOOT DAY



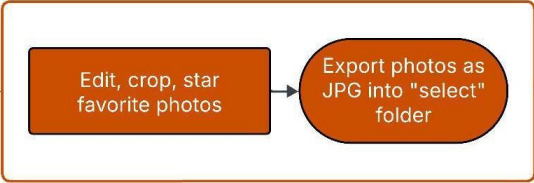


TRANSFER, EDIT AND REVIEW PRODUCT PACKAGE

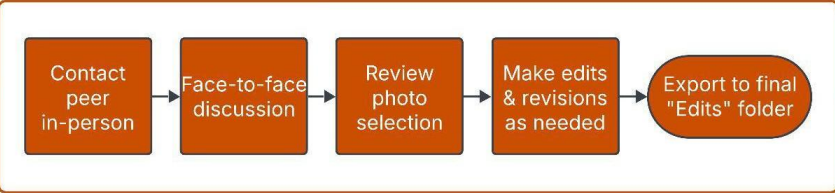
INITIAL TRANSFER



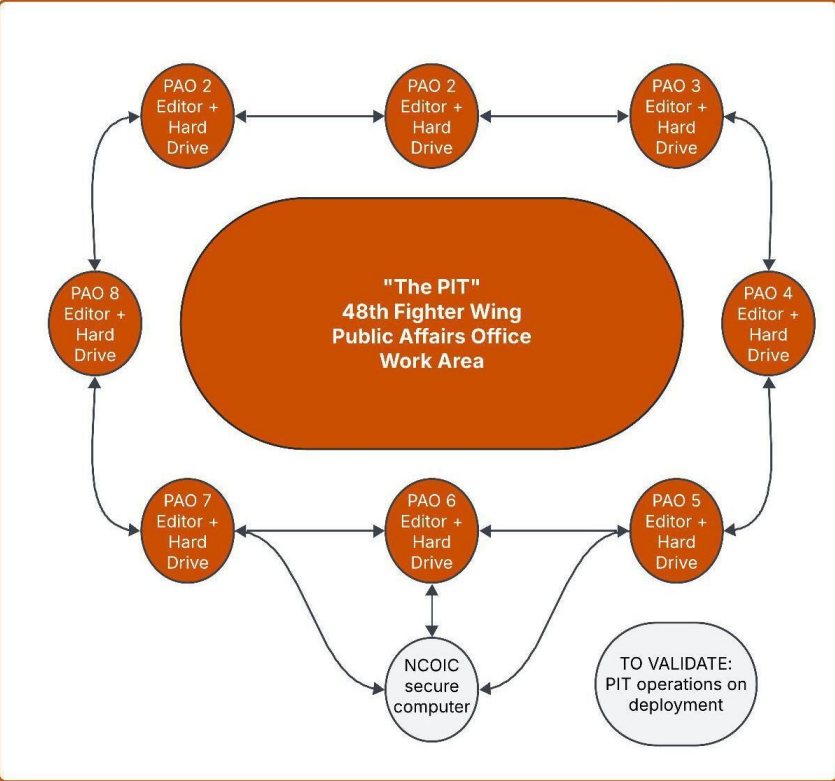
TECHNICAL PHOTO EDITS

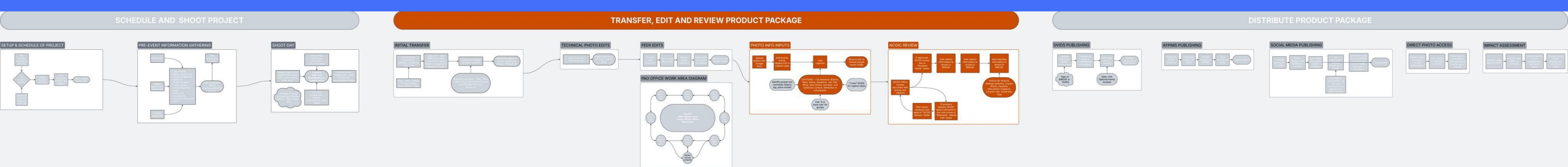


PEER EDITS



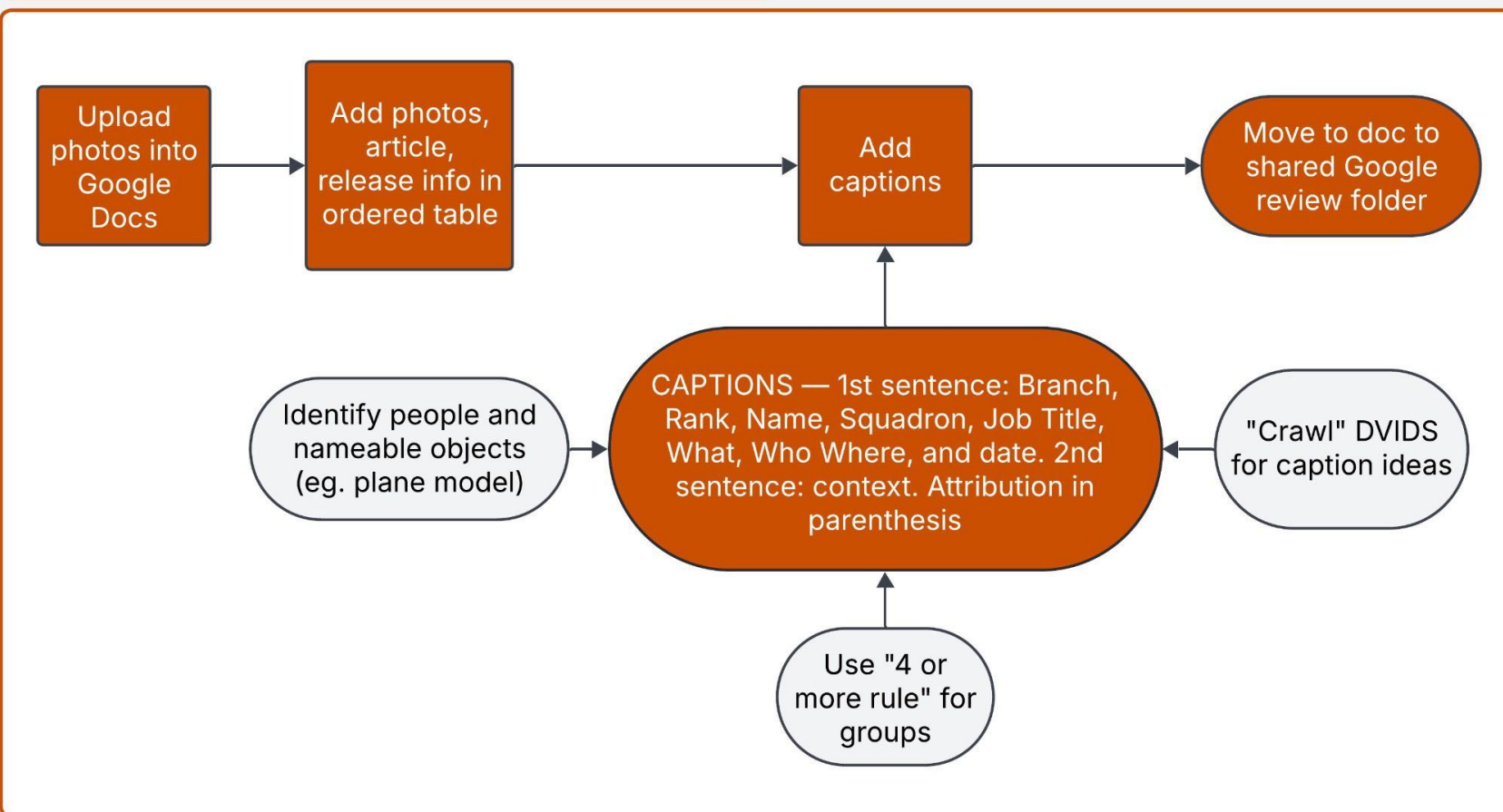
PAO OFFICE WORK AREA DIAGRAM



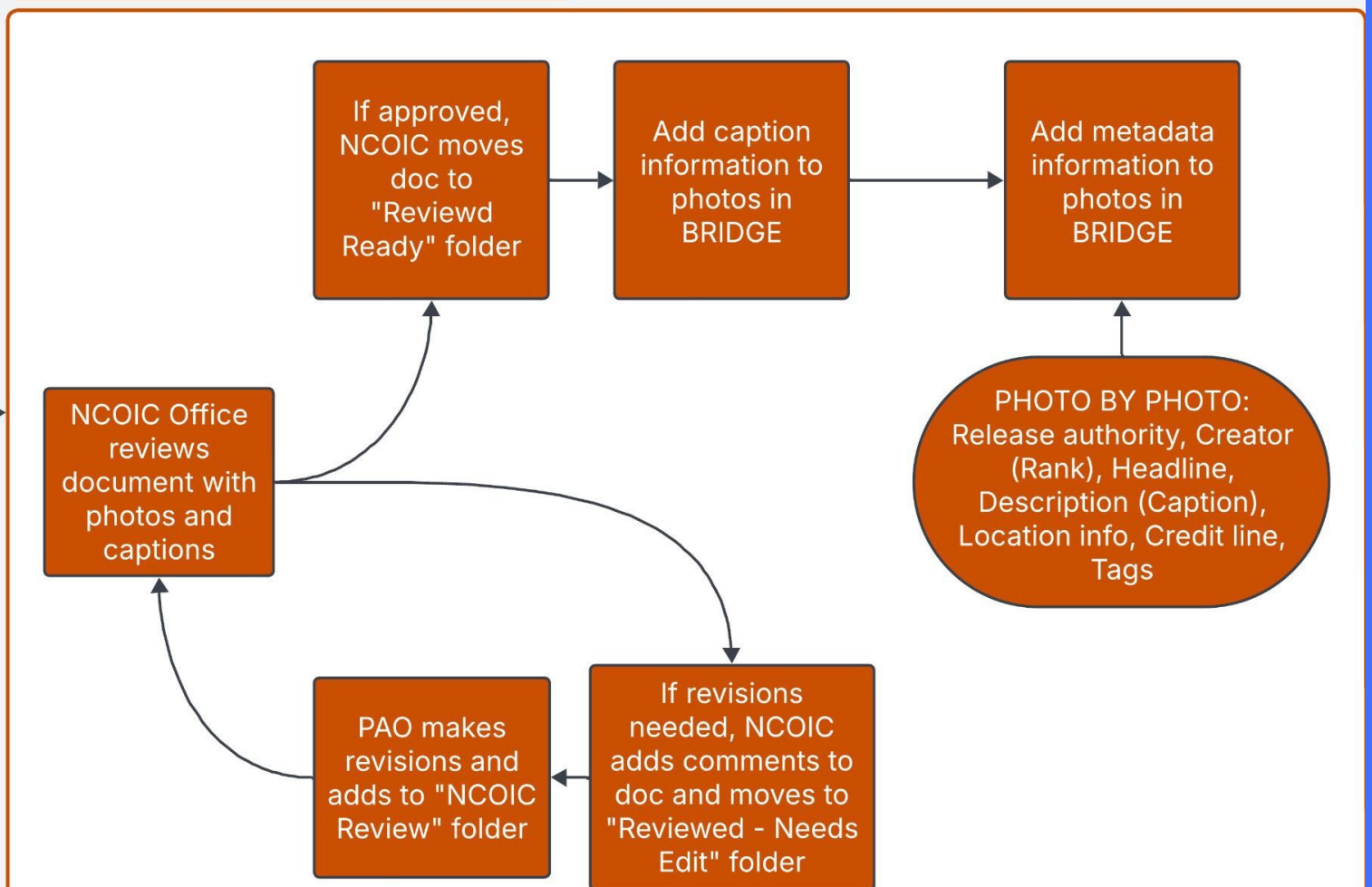


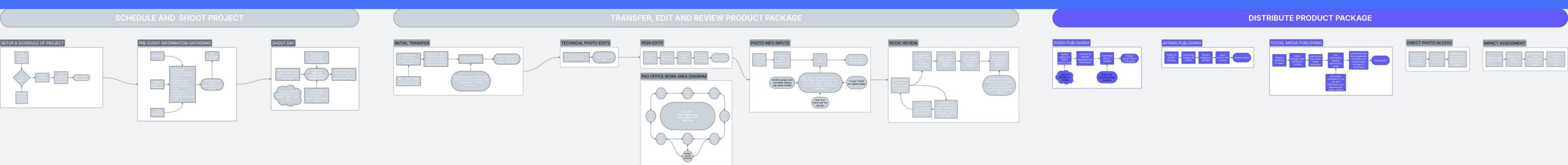
TRANSFER, EDIT AND REVIEW PRODUCT PACKAGE

PHOTO INFO INPUTS



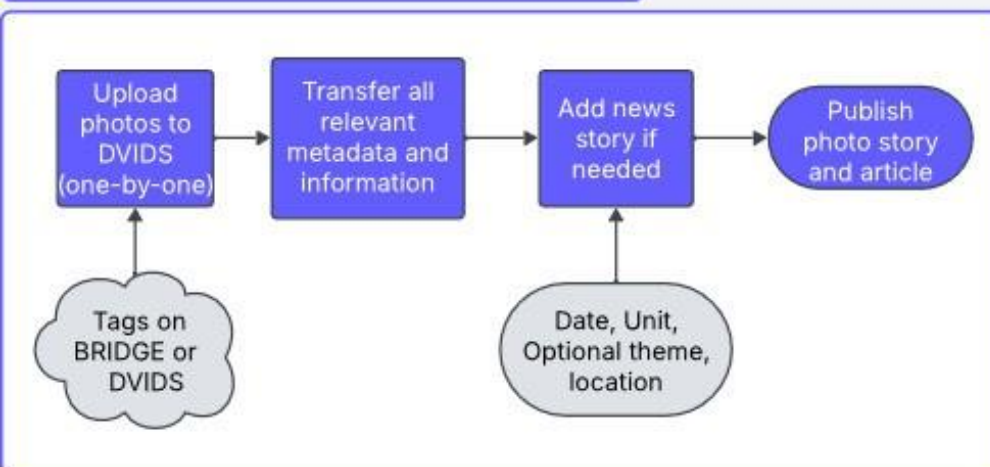
NCOIC REVIEW



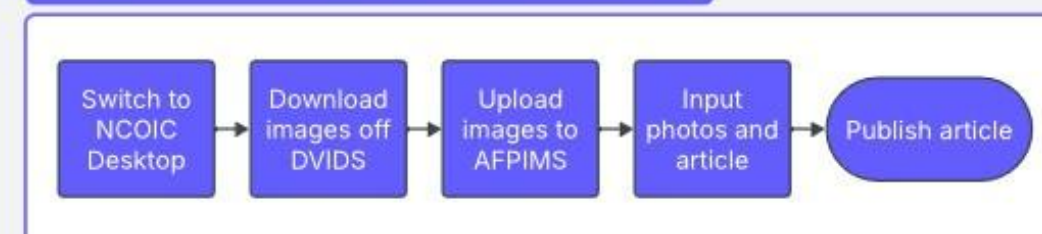


DISTRIBUTE PRODUCT PACKAGE

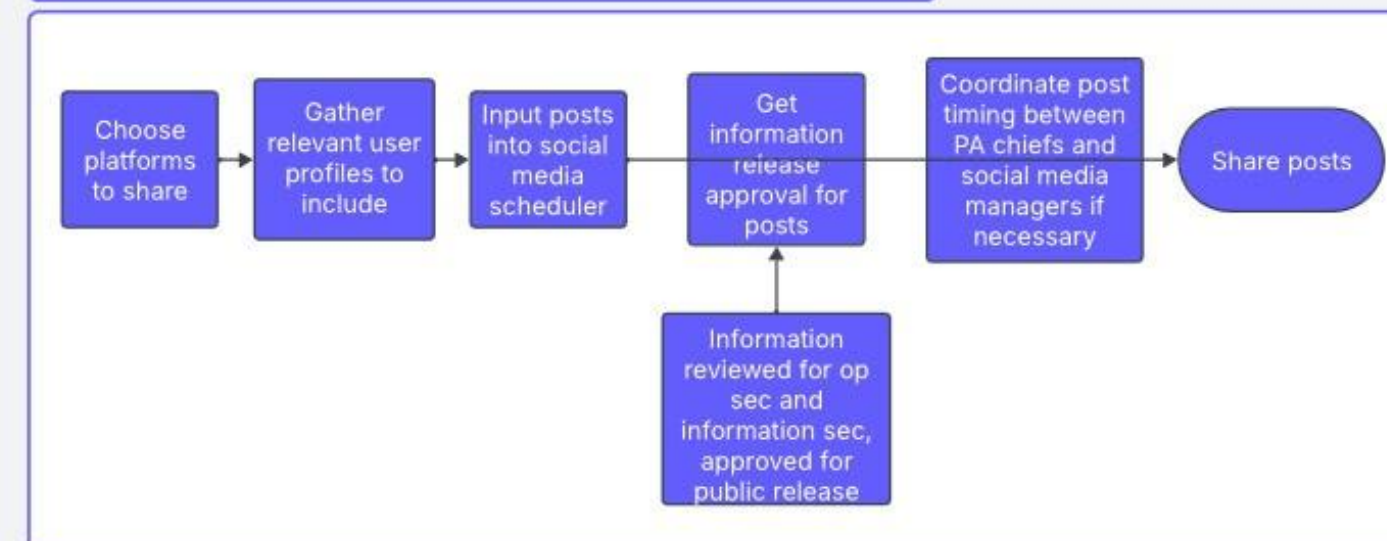
DVIDS PUBLISHING

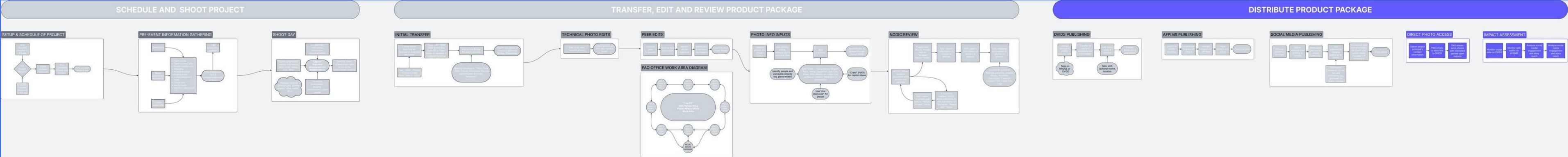


AFPIMS PUBLISHING



SOCIAL MEDIA PUBLISHING





DISTRIBUTE PRODUCT PACKAGE

DIRECT PHOTO ACCESS

Gather project principal's contact information

PAO emails or texts link to DVIDS

PAO shares extra photos with relevant parties upon request

IMPACT ASSESSMENT

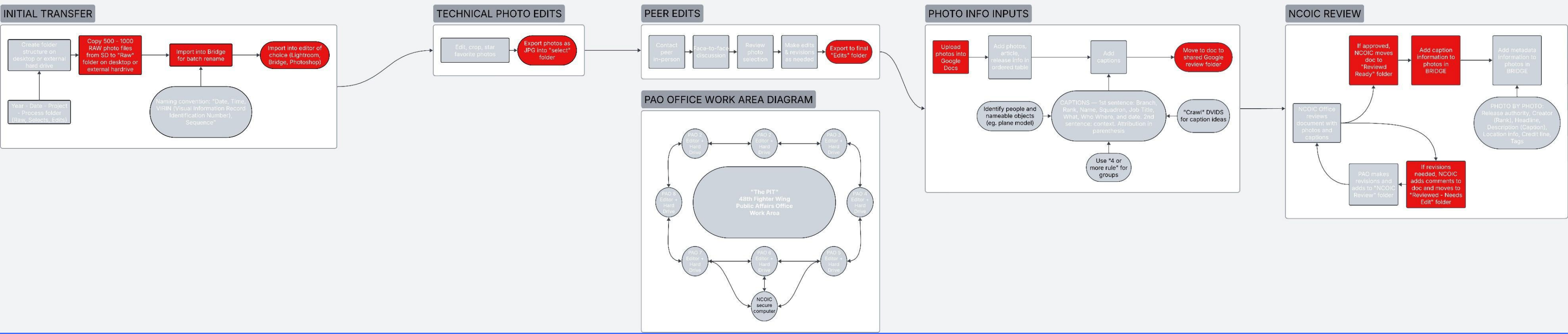
Monitor usage data on DVIDS

Monitor web traffic on AFPIIMS

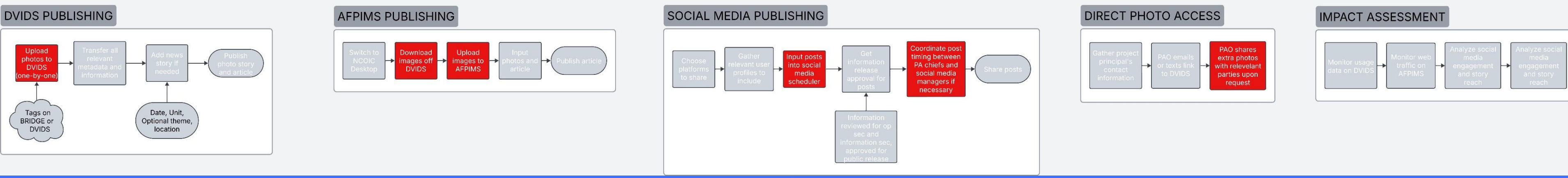
Analyze social media engagement and story reach

05. FILE MOVEMENT

TRANSFER, EDIT AND REVIEW PRODUCT PACKAGE



DISTRIBUTE PRODUCT PACKAGE



06.NEXT STEPS



PhotoNodes: Streamlining DoD Photography/Story Workflow



Unified Ecosystem: Replaces fragmented tools and manual process with a single secure platform that handles the entire photo lifecycle from capture to publication while managing the image and story seamlessly



AI-Powered Workflow Automation: Reduces manual processes with smart captioning assistance, automatic data tagging, metadata synchronization, and smart content routing with DINFOS-compliant photo information



Collaborative Review Environment: Enables all stakeholders (photographers, editors, PAO leadership, NCOIC) to review, comment, and approve content in one unified interface



Batch Processing Engine: Intelligently processes groups of related photos with consistent metadata application and formatting for all distribution channels with secure data exchange between systems



Automated Cross-Platform Distribution Control: Prepares approved photos with accompanying text for simultaneous publication while preserving all critical metadata and relationships



Cross-Platform Analytics: Aggregates metrics from DVIDS, AFPIMS, and social media channels to provide comprehensive impact assessment

40 NORTH LABS

THANK YOU

+01 801 560 8501

WWW.40NORTHLABS.COM

SALT LAKE CITY, UT

