



DIGITAL TRANSITIONS®  
f/ortless



PHASEONE  
SALES • RENTALS • TRAINING

# About Digital Transitions

**High end digital is not  
about affording the best  
equipment – it's about  
being afforded the best  
experience.**



DIGITAL TRANSITIONS  
f/ortless



Digital Transitions is a boutique company that exists solely for the support of high end digital imaging. We do not sell boxes – we uncover needs and provide solutions.

When you purchase equipment from Digital Transitions, you also purchase our commitment. Our goal is to provide the best-in-class products together with an experience that provides full support, service, and accountability. We stand behind every product we sell, and continually research and invest in resources that allow us to meet the many demands of our clients.

High end digital is more than just a purchase – it's an investment. And it's up to us to make sure it is a successful one. So whether you are looking to make the transition to digital, or have the need to upgrade your existing systems, we are here for you. Join the Digital Transitions family and see for yourself why our clients keep coming back.

# Digital Solutions

**You no longer have  
to adapt to digital  
technology. Digital  
Transitions adapts the  
technology to you.**



DIGITAL TRANSITIONS  
f/ortless



We investigate all new products as they come on the market and only choose what we feel meets the demands of our clients.

Our leading product is Phase One. Their constant innovation and cutting edge technology ensures that users will always deliver unsurpassed image quality with optimum workflow. Additionally, their open platform allows freedom of choice and constant upgradability. Combined with Digital Transitions' exceptional service and support, you can get the peace of mind that comes with working with a trusted partner, allowing you to focus your energy on creating.



# System Integration

**Sometimes you need the  
engine. Sometimes you  
just need a gear.**



DIGITAL TRANSITIONS  
f/ortless



© Luciana Pampalona



Whether you need a complete system or a just a piece to fit into an existing setup, Digital Transitions can help. We will evaluate your existing workflow and needs. Only then will we recommend a solution which may include any or all of the following:

- Computers & Monitors
- Medium/Large Format Cameras & Lenses
- Specialty Cameras
- Digital Lenses
- Workflow Software
- Lighting
- Additional Accessories

Of course, our Continuing Care Program will get you up and running and keep you there.

# Division of Cultural Heritage

**Digitizing collections is  
not simply about cameras  
and computers; it's  
about developing a  
comprehensive strategy.**



DIGITAL TRANSITIONS  
f/ortless



The Division of Cultural Heritage is dedicated to meet the specific demands of cultural institutions and satisfy their complex needs for accountability, usability, and reliability – while maximizing return on investment.

We work closely with our clients to design and integrate a unique solution – including hardware, software, and training – that will help streamline their workflow. That is why institutions like the Library of Congress and The New York Public Library have turned to Digital Transitions for their digital reproduction needs.

Digital Transitions' new Reprographic System is designed to optimize your productivity while always protecting the integrity of your materials. The DT RG3040 can be configured to work with the widest variety of cameras, lighting, and accessories so your workflow can evolve as technology and needs change.

# Service & Support

**Digital Transitions is  
your ultimate hands-on,  
behind-the-scenes  
support team.**



DIGITAL TRANSITIONS  
f/ortless



Customer satisfaction is our priority. What sets us apart is our renowned Continuing Care Program. We are behind you every step of the way.

Our Support Options Include:

- On-Site Installation of Your Equipment
- Customized Hardware & Software Training
- Workflow Optimization
- Web Help Desk for Monitoring Support Status Online
- Loaner Program
- TechNotes for Proactive Information on Hardware & Software Updates
- Support Via Phone (Toll-Free), Email, Live Online Chat with Video & Remote Computer Access

Our Continuing Care Program helps protect your investment so you can concentrate on your business. Our support team is thoroughly trained and works closely with all the manufacturers to make sure you are always up and running.

# Digital Resource Center

**The ultimate resource for  
digital photographers.**



DIGITAL TRANSITIONS  
f/ortless



## DIGITAL RESOURCE CENTER

The DRC is the place where you can evaluate and test the latest products in a live workflow environment to help you make better informed decisions.

In addition, we feel that education and training are the keys to developing the full potential of your digital tools as well as your creative vision.

DRC Offerings:

- Hands-on Testing
- Product Showcase
- Specialized Application Showroom
- Training & Certification Courses
- New Product Events

Come and visit the DRC. Call to schedule an appointment.



# Equipment Rental

**The largest inventory  
with the best technical  
support.**



DIGITAL TRANSITIONS  
f/ortless



Courtesy of Getty Images/Thomas Barwick/#sb100630901-002



If you can't afford to invest now or need an extra system for the next shoot, renting is the best option. Digital Transitions has the largest inventory with the highest quality that you can find in the rental market. Of course, our renowned technical experts are available to support you throughout your shoot.

On the other hand, if you are ready to invest but not sure which system, you can use our Try-Before-You-Buy Program and apply your rental fee towards your purchase.

# PHASE**ONE**

**Mamiya**

*HASSELBLAD*



**Profoto**  
The Light Shaping Company

**Schneider** OPTICS

**CAMBO**



**Value Added  
Reseller**

Professional Photography

**DIGITAL TRANSITIONS**

f/ortless

Digital Transitions

35 West 35th Street, 2nd Floor

New York, NY 10001

T: 212.529.6825

F: 212.504.2713

Toll Free: 1.877.f/ortless (367-8537)

[info@digitaltransitions.com](mailto:info@digitaltransitions.com)

[www.digitaltransitions.com](http://www.digitaltransitions.com)