



# IT'S ALL ABOUT WORKFLOW

Jeff Cable

Photographer and Marketer

# It's not just bits and bytes

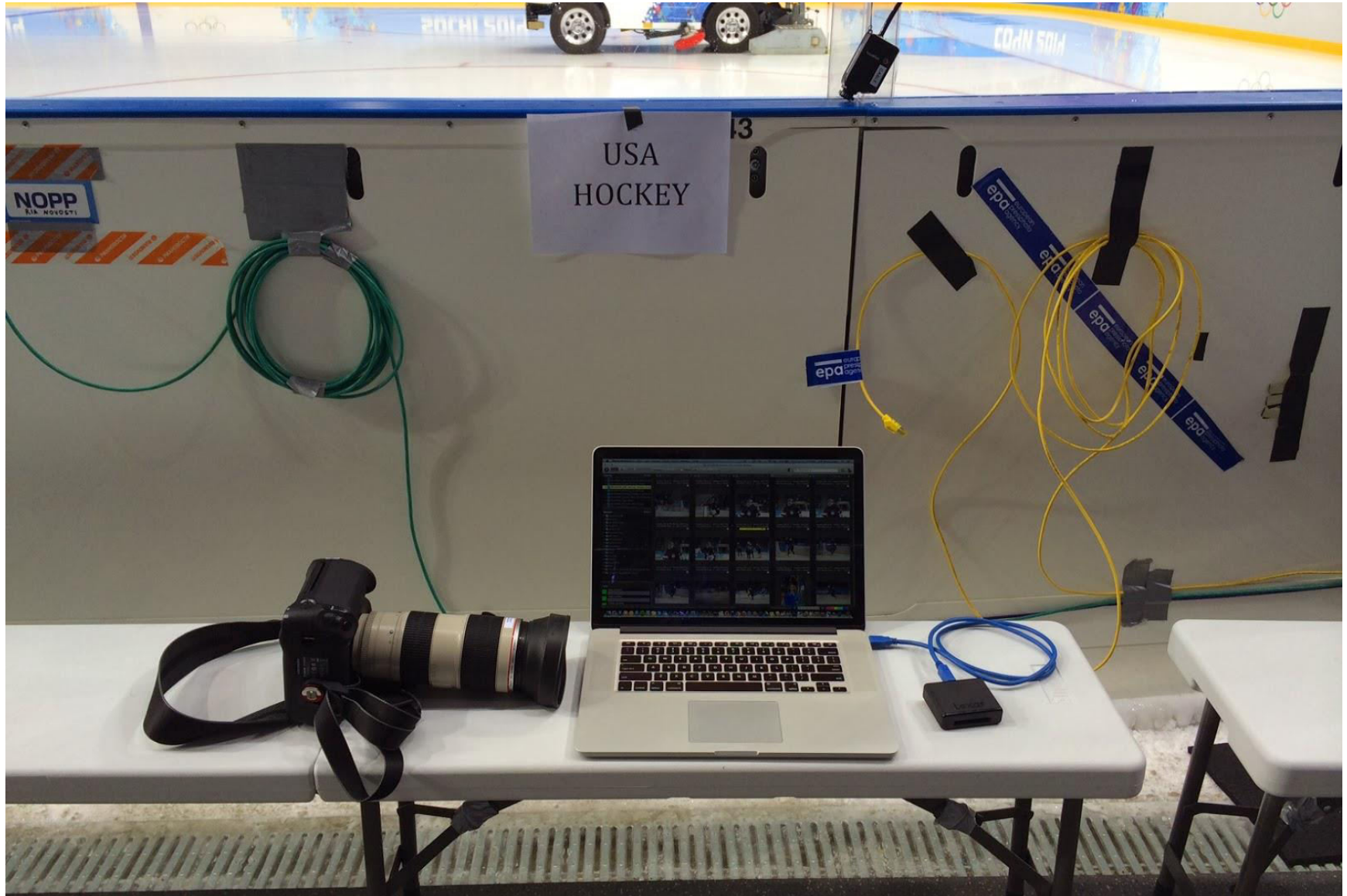
- Capturing history
- Need the reliability
- Speed really matters
- Crazy fast deadlines
- It isn't just memory cards



# A Typical Day Shooting the Olympics

9:30am: Wake up (since I did not get to sleep until 3am)  
9:35: Get cleaned up and wash some clothes in the bathtub  
10:15am: Call home to say hello to the family (using Facetime so I can see them - and it's free)  
10:45am: Write a blog to post later in the day (when more of you are awake)  
11:30am: Pack up the camera gear I will need for the day  
11:45am: Catch the press bus from my "hotel" to the Main Press Center  
12:00pm: Eat something at the MPC  
12:30pm: Check email, blog posts, and Facebook to see what you all are saying (And loving all of that)  
1:05pm: Get the press bus which goes up to the mountains  
2:15pm: Arrive at the Gorki press center  
2:30pm: Get another press bus which goes further up the mountain  
3:00pm: Take yet another bus to the ski jumping venue  
3:15pm: Arrive at the venue and research shooting positions  
4:00pm: Finish writing the blog and post  
4:15pm: Go out and look at the practice aerial ski jumpers  
4:45pm: Get into shooting position  
6:30pm: Finish shooting the event  
6:45pm: Download photos and start going through them  
7:15pm: Decide not to shoot the end of the event, since I did not want to get home at 2am again  
7:30pm: Catch the two different buses to get back to the Gorki media center  
8:30pm: Get a locker at the press center and dump all my gear  
8:40pm: I actually left the clean zone (finally!) to get a real dinner. I am sick of McDonalds!!  
10:15pm: After eating at the Marriott (it's all I could find in the area), I head back to Gorki to get my stuff  
10:40pm: Finish going through the aerial images and editing them (while waiting for the 11:35pm bus back to coastal cluster)  
11:30pm: Get to the bus stop to find a full bus and tons of other press being left behind  
11:45pm: They arrange for a second bus. Bonus!  
12:45am: Uh oh - there is some sort of emergency issue and the freeway is blocked. Our driver tries to find an alternate route back to the MPC  
1:30am: We get back to the MPC and I wait for the next bus to take me back to my "hotel"  
2:00am: I get back to my room  
2:10am: I call home again to say good night and good morning  
2:30am: Get cleaned up and ready for bed  
3:00am Night night time - so much for trying to make it an early night.

# Workflow at the Olympics



# What It Takes

- Fast camera
- Fast cards
- Fast reader
- Fast computer with SSD
- Fast hands on a fast photographer
- Fast internet connection

