

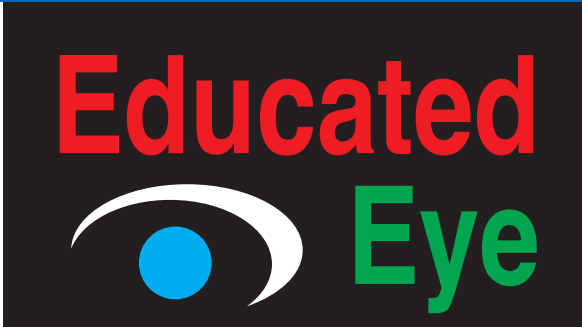


presents Innovative Training Solutions developed for...

CVS

Formerly Eckerd

www.cvs.com



Sealund Produces Instructional Video for Eckerd's Express Photo Center

Sealund was selected to develop and produce an instructional video to meet Eckerd's Express Photo Center training needs. Sealund hired a celebrity newscaster for the onscreen talent which helped to make the video a huge success.

Sealund mirrored the Express Photo Center cycle, starting with the customer dropping off the film for processing. The approach paralleled Eckerd's customer-centric commitment to complete satisfaction, and supported the Eckerd Photo Processing Promise.



Sealund Special Report

Contact Sealund at 1-800-434-8000 for more information
consultants@sealund.com • www.sealund.com

C-41 Process through Animations



Sealund utilized dynamic animations to illustrate the C-41 process, the three layers of film and their relationship to the yellow, magenta and cyan dyes, and the concepts of plumbed and non-plumbed systems. These animations enhanced the learner's retention by driving home the process of color theory for film development.



New hires and existing employees were elated to see the fun animations in the instructional video designed for their Eckerd Express Photo Center.