

INVENTIVE COMPANIES DRIVE CREATIVE ACHIEVEMENT BY GIVING DESIGNERS THE FREEDOM TO EXPLORE.

Centric Storyboard provides the resources from which to draw inspiration, and the means to share ideas with the entire development team.

► Align development with corporate goals

Centric Storyboard is an online digital storyboard, which not only allows designers to explore and develop ideas, but goes beyond a traditional storyboard by delivering the power to share those ideas – including images – and gain creative insight from team members, suppliers, partners and customers around the world.

With Centric Storyboard, designers can explore, evolve, compare and reassemble varied ideas across multiple canvases, free from the limitations of a physical storyboard. In addition, users can easily take a look at the version of a storyboard from yesterday, or browse through company designs, trends and seasonal themes from the past for inspiration. All this indispensable content is just a quick search away.

The result? Creativity flourishes. Collaboration drives inventiveness. The team shares ideas and brainstorm, builds on past successes and reaches new levels of inspiration to develop innovative products that will gain a competitive edge.

► Innovation in the digital world

As a concept, the storyboard is a great way to visualize, develop and communicate designs. In reality, the physical storyboard has significant limitations that hold back today's design teams and slow the development process. For example, a traditional storyboard is difficult to reproduce and distribute to anyone on the team, especially with attached samples. It's also almost impossible to refer back to previous layouts, whether from last week or last year.

► Boosting team productivity

Clearly, today's software solutions are designed for efficiency and productivity. That's exactly what Centric Storyboard delivers. By providing an enabler for rapid and clear communication, global teams are both encouraged and empowered to share ideas and designs. The ability to create and share multiple storyboards allows your most creative people to share ideas and inspire new ones.

In today's fast-paced, globally distributed development environment, Centric Storyboard provides a new way to drive innovation, creativity and collaboration in the digital world.

CENTRIC STORYBOARD BENEFITS

Centric Storyboard delivers vital business results:

Ensure product success

- Communicate critical design ideas to the entire team and gain creative insight.
- Align designs with successful corporate, divisional, brand and collection trends.

Inspire Creativity

- Empower team members to contribute ideas to the storyboarding process.
- Promote brainstorming and idea sharing.
- Encourage the use of instinct, intuition and imagination.
- Enable exploration and comparison of various concepts on multiple storyboards.

Preserve Brand Integrity

- Project branding consistently across all collections.
- Infuse new products with elements of previous design successes.

Centric offers a range of essential features that deliver compelling benefits.

UNLIMITED STORYBOARDS

- Create unlimited storyboards by season, brand or collection.
- Define storyboards to communicate a theme for the company or a specific division, brand or collection.
- Combine multiple storyboards into a single multi-page PDF, to create easily portable story themes or collections of moods.

EASY IMAGE ACCESS AND MANIPULATION

- Add images from many different sources to compile a comprehensive storyboard canvas.
- Browse and access images easily, either via the built-in image library or from external sources.
- Position and resize images anywhere on the canvas.
- Combine .PNG or .GIF image files to create a seamless overlapping collage.

NOTES AND COMMENTS

- Add feedback and suggestions in convenient comment area.
- Add notes directly to the canvas to pinpoint or draw attention to certain items or images.

FLEXIBLE PRINTING

- Print storyboards to any standard printing device.
- Scale storyboards to fit the size and format of any printer.

REVISION HISTORY

- Track changes to storyboards through multiple revisions.
- Review earlier revisions to see how ideas and themes evolved.

centric eight

Centric 8 PLM and sourcing suite is an enterprise solution set that includes Line Planning, Product Specification, Product Sourcing, Calendar Management, Enterprise Search, Storyboard, and Materials Management on one powerful yet easy-to-use platform.

