

PHOTOGRAPHY IN CONSTRUCTION

Today in this wonderful world of digital photography, millions of people are using digital cameras to document their projects. Most photo management systems have been designed to allow the photographer to easily remove wrinkles, change eye color and blot out what one does not want to see in a picture. Most people, with a little practice, can easily manipulate a photo to match their progress report, their memory of what actually happened, etc. It's as simple as finding a graphics file, opening it in some graphics software and making the changes. The changes are permanent once saved and Windows helps us set the date back.

Now that we have set the stage, let us show you why this is not what we want in media documentation in the construction industry. You want to take photos that tell you, forever, exactly what was in front of the camera when you took the picture. After all, you took this photo for a reason. What did you want to say with this photo? Was there a problem? How can you communicate this problem to owners, PM's, etc. How can you PROVE what occurred and when? **LYNX is that answer.** Keep in mind that a thousand words, or even millions of them, will never be able to change your perception of exactly what happened. Naturally, your perception will be different than mine and others. The cure for this is VISUAL documentation. LYNX is the "Sole Source" for Secure Media Management. When you need that photo from five years ago, you can be certain that 1) it hasn't been modified, 2) the file name hasn't been changed, breaking valuable links and 3) the photo can be found instantly and hasn't accidentally been deleted. How much is that worth to you? If you want numbers, it could be worth millions in a litigation or court situation. If your photo is NOT secured, it could be thrown out of litigation or court because of the possibility it's been tampered with. This can be devastating!

You've got too much to think about, too much to do to trust your own mind to remember when you took that photo, the purpose of that photo and a detailed explanation of what that photo means. With LYNX you'll have all this information, in one secure database and with 2 clicks of your mouse you can put it behind you. **Photos are evidence: valuable evidence that can't be disputed.**

When you are discussing and evaluating how to identify, save and properly annotate construction photos, think crime scene investigation and chain of evidence. Evidence must not be corrupted, must be meaningful, and must directly relate to its use as proof. It's one of the reasons LYNX is used in many law enforcement agencies such as the LAPD, Bell Garden Police Department and many others as well as many coroners' offices. They trust LYNX's security and so should you! You have one option:



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