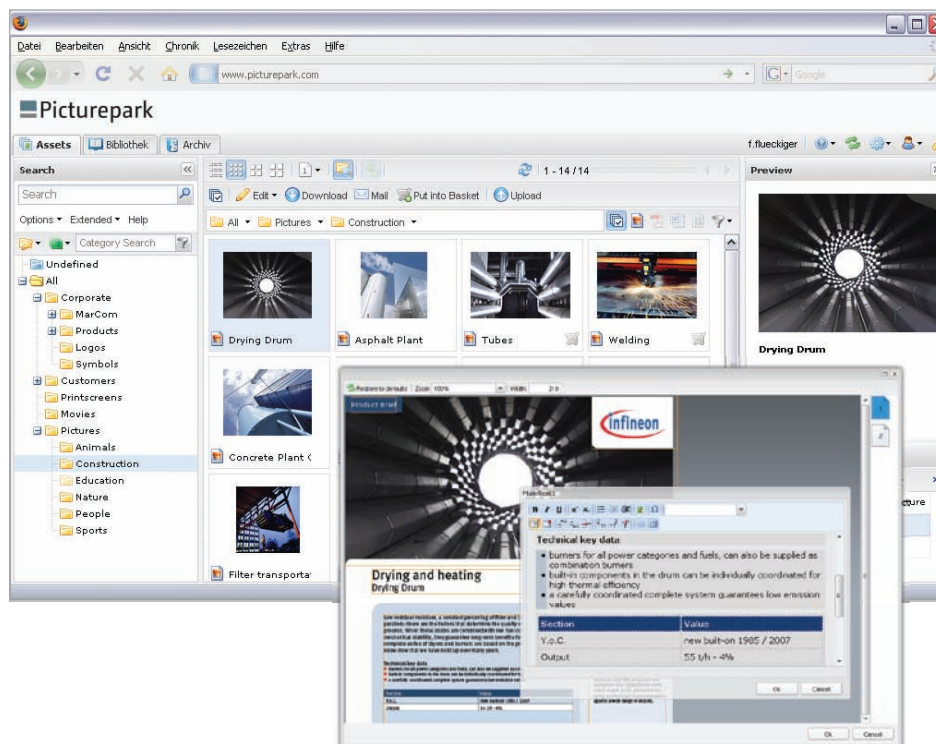


Digital Asset Management & Web-to-Print

Manage, distribute and integrate digital assets and generate printed materials efficiently



Picturepark® Digital Asset Management

We are challenged with managing an ever growing wave of digital assets - preferably at no additional cost. Images, movies, presentations and brochures need to be efficiently communicated to a variety of different target groups.

Take control

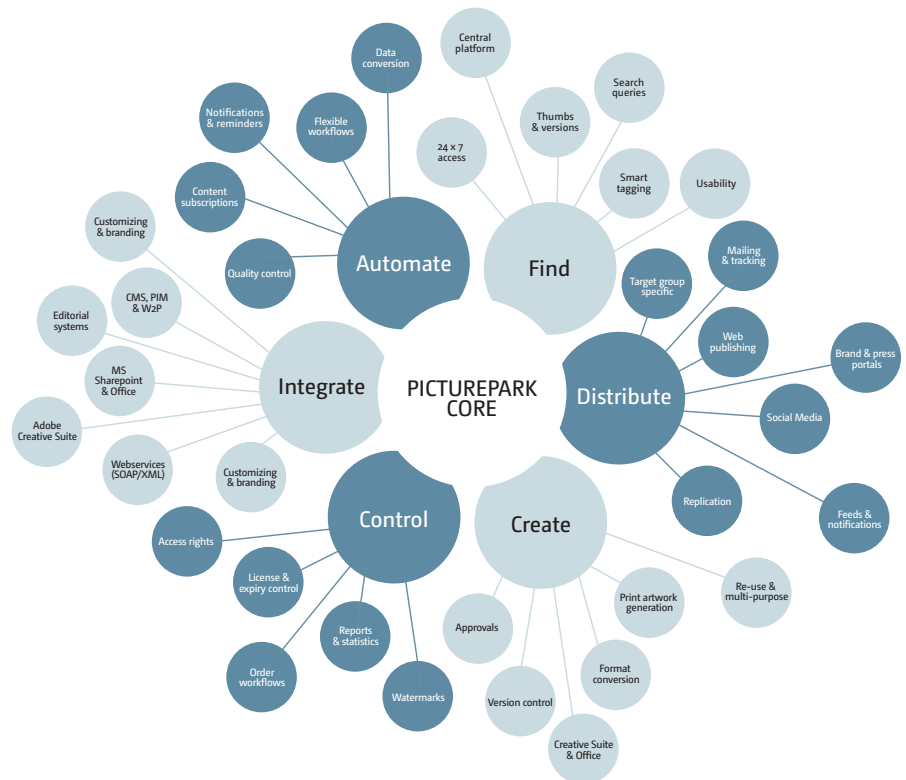
Our Picturepark Digital Asset Management solution fully supports these objectives and allows marketing and communications to take control over their data and workflows. Picturepark is the central platform where all media assets are stored in their master form and then automatically transformed into the required output formats. Thanks to a powerful yet simple rights management, stakeholders can only access the content and functionality that they are allowed to.

Accelerate exchange

Using Picturepark, exchange becomes easy, and efficiently organized. All media assets are directly accessed by any web browser through any firewall. No setup or plug-in is required. The solutions' intuitive and clean interface with drag & drop capabilities additionally reduces barriers for all users, enabling content to become accessible from everywhere in the world whenever required.

Distribute content

Tagged with categories, keywords and additional information, such as copyrights, every media asset stored in Picturepark is quickly found via the search. Mailing and publishing methods help to quickly distribute or broadcast content to the media,



agencies, departments or other target groups in such a way that your message is always received.

Automate tasks

Picturepark helps to monitor and meet important deadlines. On expiry of copyrights, all users of the media asset are notified and the asset itself becomes archived. Users can also subscribe to content categories and become informed whenever something new has been added or changed.

Integration

Data can be exchanged with 3rd party applications such as Adobe Creative Suite, Microsoft Office & SharePoint

as well as various CMS, PIM or ERP systems through existing interfaces. For example, images can be directly placed into an InDesign document or a CMS webpage and links are tracked so that any publication of the image is always obvious.

Highly scalable

Picturepark is highly scalable with regard to performance, functionality and price. It can therefore be used by small and medium businesses as well as large enterprises. Thanks to development co-operations with our customers, it is assured that Picturepark can meet all the requirements in the DAM field – today and tomorrow.



«We see the ease of use, high-performance search and the efficient exchange of images, inside or outside of the Marti group, as the central advantages of Picturepark.»

Marti Contractors Ltd., Sascha Zingg, IT Project Manager

Picturepark® Customers



«With Picturepark, we have the ability to immediately supply our worldwide subsidiaries with the newest marketing and communication material»

Bühler AG, Karin Heim, Communications

Picturepark is used by both, small and medium businesses as well as large enterprises such as **Swatch**, Infineon, **E.ON**, De Beers Jewellers, **Siemens**, Lonza, **Terre des Hommes**, Rieter, **Kempinski**, TV Norge, Mettler-Toledo, MAN, , **Munich Re**, Sulzer, Mepha, **Swiss Olympic Association**, Siemens, Rieter and the Swiss Post.

Case Studies, statements, white papers and a comprehensive online-demo can be found on our website:

www.picturepark.com

«The global distribution of marketing and communications materials to JURA sales partners has been made more simple, efficient and needs-oriented through Picturepark. The media assets are very quick to find- thanks to the search feature - and can be obtained in the required size and quality.»

JURA Elektroapparate AG, Mario Rüeger, E-Business Project Leader



«Picturepark has greatly improved the workflow for our press department. It has integrated nicely with Polopoly, our online content publishing system, removing the need for uploads in several systems, which in turn saves us time and money.»

TVNorge AS, Thomas Sørheim Lund, Webmaster/Designer

«With Picturepark, we make data available on our homepage, in the Download Center, using the Publisher. We save a lot of time through the central administration, since we only have to define the rights for publication, instead of using complicated third party systems. The data is immediately available and users can access it independently.»

Belden Electronics GmbH, Anita Herzog, E-Specialist



Picturepark® Editions

Picturepark is available in multiple editions. Each edition is based on the same sophisticated DAM platform - but features a different set of functionality.

Enterprise Edition: Upper scale corporate solution for use with many stakeholders. Unlimited channels, unlimited custom fields, XMP mapping, unlimited metadata languages, public webservice and dynamic rendering.

Premium Edition: Scalable solutions e.g. for single corporate departments, SMB or agencies with some stakeholders. Features three channels, custom fields and XMP mapping.

Starter Edition: Starter solutions for few stakeholders and minimal integration featuring one channel.



Starter Edition



Premium Edition



Enterprise Edition

Description	Upgradable system for SMB or single departments	Customizable platform for multiple stakeholders	High-scaled and integrated corporate solution
ReadOnly Users	Unlimited	Unlimited	Unlimited
ReadWrite Users	1+	5+	10+
Channels	1+	3+	Unlimited
Metadata Languages	1+	1+	Unlimited
System Languages	1+	1+	3
Public Webservice	x	x+	✓
Custom Fields	x+	✓	✓
XMP Mapping	x+	✓	✓
Supporting 100+ media formats	✓	✓	✓
Safe format conversion	✓	✓	✓
Smart full text search	✓	✓	✓
Batch import & editing	✓	✓	✓
Asset mailings & tracking	✓	✓	✓
Order/approval workflows	✓	✓	✓
Image editor	✓	✓	✓
XMP reading	✓	✓	✓
Analytics & Reports	✓	✓	✓
Drag & Drop	✓	✓	✓
Runs in every web browser	✓	✓	✓
Rights management	✓	✓	✓
Extendable with all modules (see following pages)	✓	✓	✓

+) Indicates an upgradeable edition feature

Picturepark® Modules

Slide Browser	Search and browse PowerPoint presentations, collect slides from different presentations and download all of them through the basket in one PowerPoint file.
Publishing	Customized site (CSS/JS) with unique design based on Picturepark UI components. Frequently used for publishing of assets onto websites, intranets or extranets without the need of complicated integration.
MyAssets	User-defined subscriptions on category content with periodic notification mails to all subscribers about monitored changes. User-saved light boxes and search queries
Office Connector	Search, browse and place assets directly from within Microsoft Word, PowerPoint or Outlook without the need of changing applications. Deployment by MSI or ClickOnce.
Creative Connector	Local access to Picturepark for layouting or updating assets e.g. from within InDesign or Photoshop. Check-in/out, monitoring for changes, bulk import etc.
LDAP Connector	Authenticate against a centralized user management such as ADS or any directory accessible by LDAP. Use of Picturepark Authentication Service (PAS) for Single-Sign-On (SSO).
Mobile Kit	Search, read & distribute assets through an interface that has been designed for mobile and pad device screens and features optimized touch-support. Support for all major platforms.
Workflows	Pre-defined or flexible custom scripts that increase the degree of automation. E.g. used for monitoring license expiry dates and alerting corresponding users or for creating sophisticated data export workflows.
Business Cards	Generate business cards with pre-definable company and address information that can be hierarchically structured (e.g. countries, units, departments). Direct delivery to responsible print shops or internal contact for approval. Based on Adobe InDesign server.
Web-to-Print	Premium web-to-print solution for generating standardized marketing material such as business stationery, ads, fact sheets and small brochures with extended formatting and editing capabilities, delivery methods, resource management for images and text etc. Based on Adobe InDesign server.
Extended Webservices	Most important write-enabled webservice methods (SOAP, WSDL) such as import, update metadata and categories, create users for in-depth integration into CMS, PIM, ERP, editorial systems etc.
Order Manager	Order management and delivery logistics e.g. for marketing material, give-aways or video tapes with direct dispatching to supplier.
SharePoint Connector	Accessing assets directly from within Microsoft Office SharePoint 2010 in form of web-parts.
Stream Connector	Video streaming for corporate websites and intranets with video library and channels, customizable player components, permission controlled content etc.

Picturepark® Slide Browser

The Slide Browser enables the provision and easy recovery of repeatedly used presentations in a central location, in their current form. Users can collect individual slides and download them as a presentation directly from Picturepark.

Centrally Administered

Countless presentations are prepared in the areas of marketing and communications. Some of the contents are often identical, such as quarterly company results for instance. The presentations are stored locally or unstructured on a file server. Most of the time this prevents the efficient exchange and a reuse of the slides. Important presentations can be stored centrally with Slide Browser and the individual slides contained therein can be easily found at any time.

Found Quickly

When importing to Picturepark, title and flow text are read, so that individual slides can quickly be found in a full text search. In addition the search for ex-employees recovers all corresponding slides and the Slide Browser enables their efficient actualisation within the system. With the asset journal, all of the users who previously obtained the slides from the Slide Browser can also be notified in the event of such modifications.

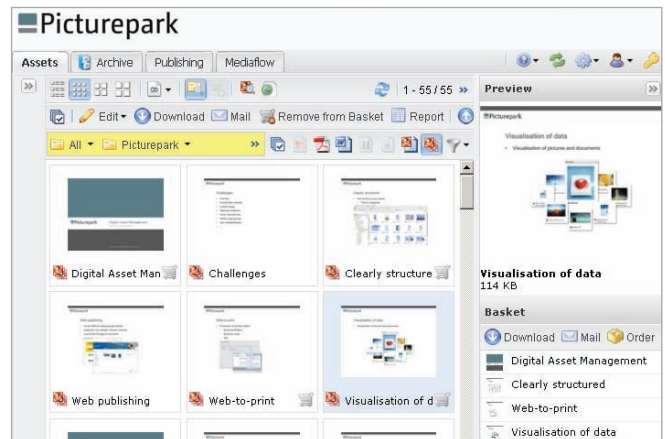
Convenient Download

All users access the presentations for which they are authorised with the Slide Browser. The slides are displayed in various preview sizes to ensure that the contents are clearly visible. The required slides are collected in a shopping basket from which they can be downloaded or sent. The Slide Browser generates another presentation on download with a simple click of the mouse. The content can then be edited locally or presented as is.

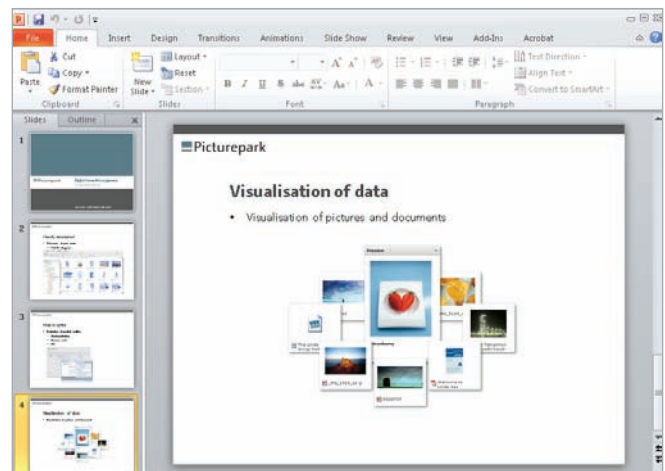
Simple Update

Picturepark does not enable the preparation of presentations. However, pictures can be linked directly from Picturepark to the presentation. Complete presentations or individual slides are updated in a simple manner. This prevents the use of obsolete designs, wrong images or logos and ensures an efficient deployment.

- Central slide library
- Administration on presentation and slide levels
- Prepare a new presentation from various - already existing - presentations
- Full text search by slide titles and contents



Download individual slides from a presentation



Open newly created presentations in PowerPoint

Picturepark® Publisher

With the Publisher media files are centrally managed in Picturepark and are published directly from there to various destination areas: To the press portal of websites, to the Internet or the brand management portal in the Extranet.

To Employees via the Intranet

With Picturepark Publisher companies provide global employees, for instance, with media assets from Picturepark via the Intranet. The assets may be collected in the shopping basket, copied directly to PowerPoint, sent via mailing as a link or ordered in high resolution through a responsible party.

Press Portal on the Website

With Publishings, messages and pictures for the media can be published directly and without delay in the website's press corner. The Publishing can either be a component of the portal or the portal as such, including all functions typically used by the press. The Publishings may be publically accessible or may require a simple registration in order to be able to monitor their utilisation more thoroughly.

Brand Portal in the Extranet

Publishings are frequently used as a central component of brand management solutions. Accessible through an Extranet, agencies or internal persons responsible for brand management can obtain high resolution key visuals, vectorised logos, guidelines and CI/CD manuals for use in their daily work. Together with additional Picturepark modules, standardised print items may also be generated in any web browser via Picturepark.

Management in Picturepark

The management of Publishings takes place directly in Picturepark, typically, only administrators and editors with extended user rights have access. They will define which data is provided to certain target groups here. Picturepark then publicises the data, without delay, through the respective channels and updates it automatically in the event of version modifications.

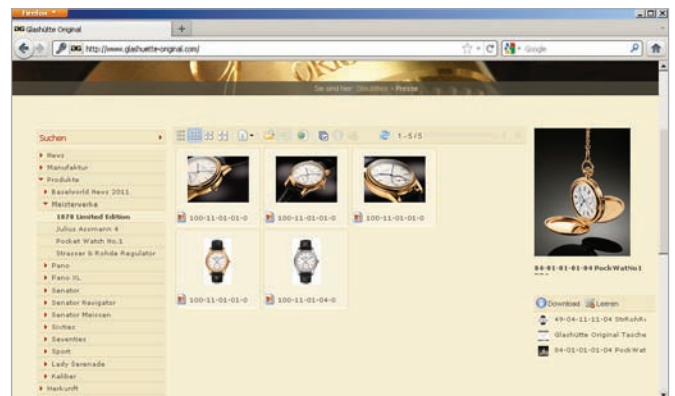
Simple Integration

The integration of Publishings is simple and has been tried and tested. Inserting a few lines of code is sufficient – there is no need for any large IT projects. Security relevant data is exchanged through an encrypted link via SSL; there are various methods available for user authorisation.

- Publishing to the Intranet, Extranet and Internet
- Completely customisable layout & design
- Publicly accessible or login required
- Direct management of contents through Picturepark
- Simple integration



Publish messages, pictures and videos on the website



Picturepark Publisher integrated into a press service site

Picturepark® MyAssets

With MyAssets you can store your own collections of assets or frequently conducted searches and reactivate them at every session. Search suggestions help to reach relevant results quickly. With subscriptions to categories, users are notified by email of the latest changes to assets without having to access the system.

Saved searches

With MyAssets frequently conducted searches can be stored directly in Picturepark. This is especially helpful for extended searches in which complex search queries with many criteria are made. By clicking in the category tree, the stored searches can be conducted again or modified at any time.

Efficient thanks to search suggestions

Immediately after entering a search term, the user is shown a list of recently used search terms. In addition, other terms are automatically suggested that Picturepark reads directly from the category trees, in order to make only really relevant suggestions.

Create private collections

With MyAssets collections of assets, for example shopping carts or light boxes, can be filed in a personal area. For every collection, a name and description can be defined. Every user can access his own collection directly via the category tree and if needed, download it in a ZIP file or send it by email link.

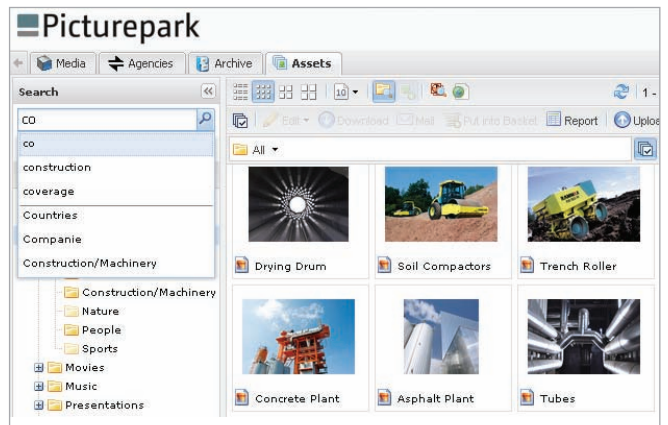
Subscriptions to contents

The subscriptions to categories allow you to create very simple notification workflows. For example, a tab with supplier categories can be created. On upload of new assets by the supplier, the internal contact person receives an automatic notification since he has subscribed to the supplier category. He can then verify the asset, move it into the translation category and thus hand the asset over to the translator or he can publish it directly.

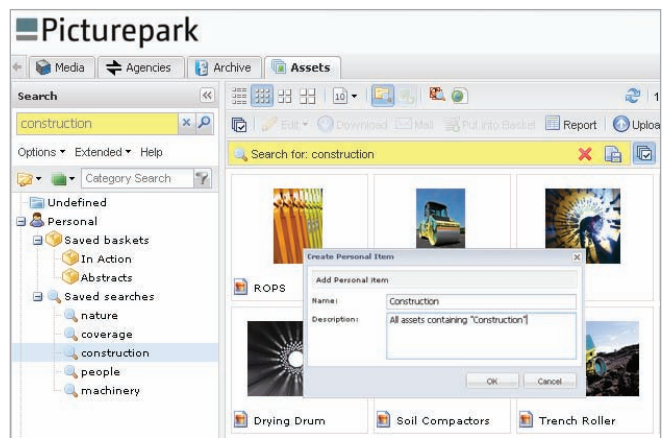
Simple notification workflows

The subscriptions to categories allow you to create very simple notification workflows. For example, a tab with supplier categories can be created. On upload of new assets by the supplier, the internal contact person receives an automatic notification since he has subscribed to the supplier category. He can then verify the asset, move it into the translation category and thus hand the asset over to the translator or he can publish it directly.

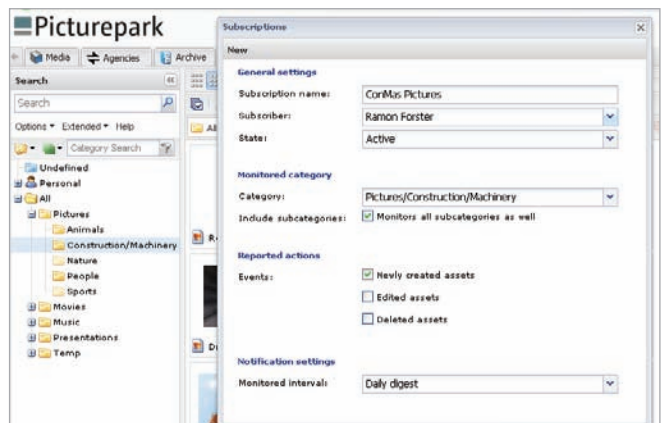
- Subscriptions to certain contents in Picturepark with automatic notification in case of changes
- Stored collections (shopping carts)
- Stored and reactivatable searches
- Suggestions for search terms and queries



Search suggestions based on recent queries and tags



Save search queries or shopping carts



Subscribe to the contents of a category

Picturepark® Office Connector

With the Office Connector, images can be searched, selected, and inserted from Picturepark directly into Office programs.

Insert images directly in Microsoft Office

When preparing a presentation or document, you sometimes want to have easy, direct access to relevant photos, key visuals, or graphics. The images should be able to be found easily and placed in the document or presentation at the click of a button – without needing to be converted or manipulated.

Direct access from Office

The Picturepark Office Connector facilitates this easy access directly from PowerPoint, Word or Outlook. A mouse click opens a Picturepark window where the user can view the accessible images. Here he can search by keywords or page through categories to find the suitable image quickly and easily and import it to Office at the click of a mouse.

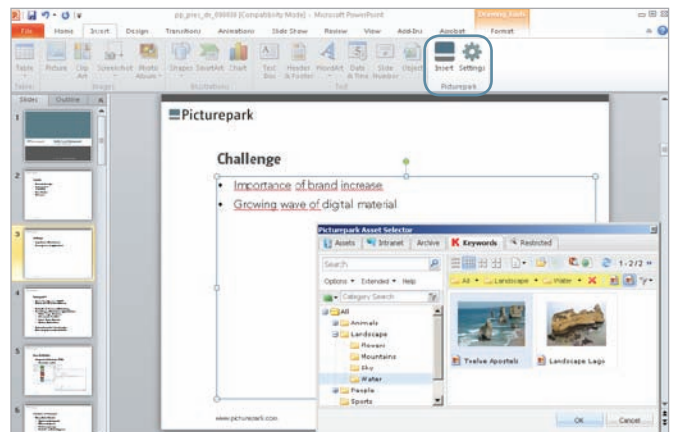
Always in the correct resolution

The image is inserted into the document or presentation at the indicated position – of course always with the proper resolution and in the correct format. No more data-heavy presentations, and the intermediate conversion step is omitted entirely. The identifying Picturepark image numbers are supplied but hidden in PowerPoint so that the image can always be identified in the source system.

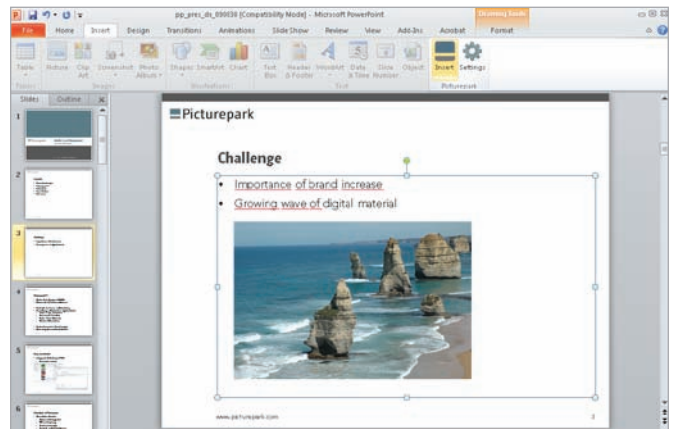
Well supported and easy deployment

Picturepark Office Connector supports Word, PowerPoint and Outlook out of Microsoft Office 2003, 2007 and 2010. For installation, MSI packages can be packed and centrally deployed. Alternatively, the installation can be done through Click-Once. Picturepark Office Connector supports proxies and can thus be operated in nearly every network environment.

- Insert images from Picturepark in Office at the click of the mouse
- Easy to use & always the latest images
- Search for images by keywords or by category
- No more data-heavy presentations
- Insert images converted for Office use



Browse images in Picturepark...



... and insert directly into PowerPoint

Picturepark® Creative Connector

The Creative Connector enables the use of pictures from Picturepark directly in Adobe programs, such as InDesign, Photoshop or Illustrator. The resources can be maintained and utilised in a central point in Picturepark – as usual with the file system.

Centralised repository

Using the Creative Connector, Picturepark is integrated into the operating system of a local computer. This allows creative people to directly access all assets from within their familiar production environment and the simple exchange of data. Images, vector graphics, templates and any other asset can be checked out easily and changed in the corresponding programs such as Photoshop, Illustrator or InDesign.

Synchronisation of changes

The Creative Connector monitors every change to checked-out files that is either made locally or on the central Picturepark server, and allows syncing of files with the click of a button. This is how complete local data structures from Picturepark can be mirrored and updated on the source or locally at any time.

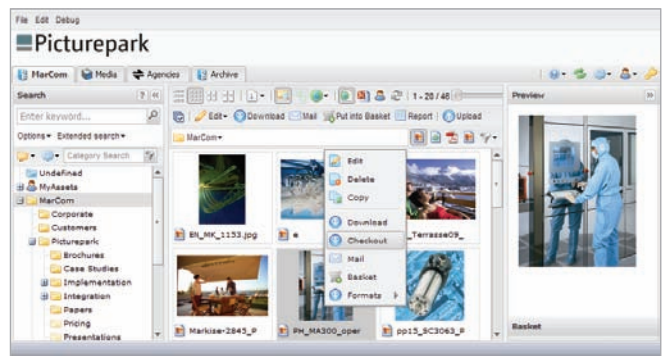
Direct import

Finished images or printed materials can be imported into Picturepark by using drag & drop - whereby Picturepark automatically converts e.g. images into the most-requested standard formats and allows access to these only to users that have corresponding permissions. Bulk imports are supported as well - whereby a variety of import options are available (e.g. replacing files with identical file names or creating corresponding folder structures).

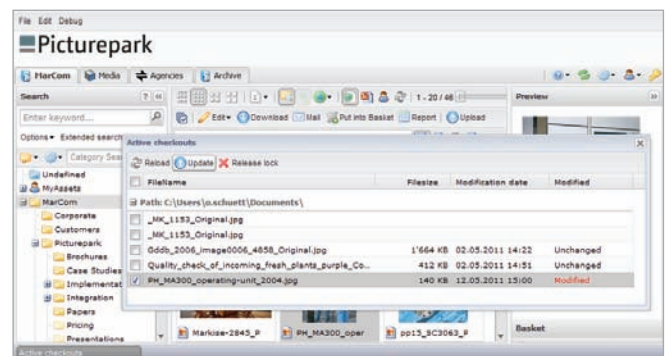
Efficient processes in InDesign

The Picturepark Creative Connector also comes with a plug-in for InDesign which can be used for tracking assets originating from Picturepark and updating links. This ensures that images and InDesign templates are kept as a virtual InDesign package in Picturepark. When browsing such a brochure within Picturepark, the user can open an image used therein by a simple click of the mouse and see all other usages and metadata of this image asset.

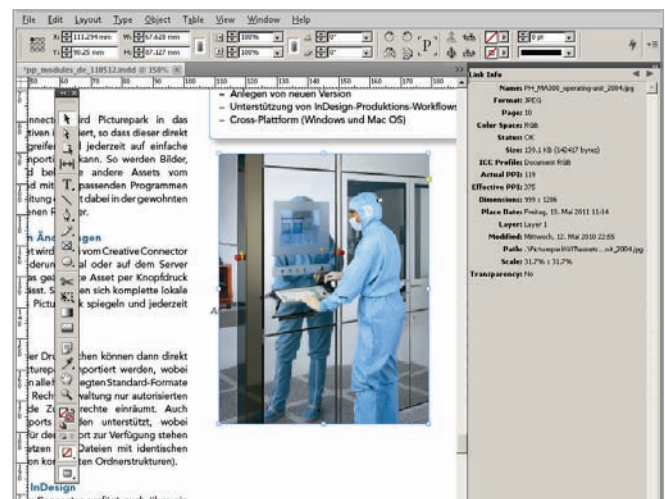
- Direct check-out on local computer
- Change assets using local programs such as Photoshop, InDesign, Illustrator or Quark
- Monitor changes locally or on the server
- Synchronise changed assets
- Create new versions of Assets
- Support for InDesign production workflows
- Cross-platform support (Windows and Mac OS)



Check out assets through the context menu



Keep an overview of all checked-out assets and their status



Place checked-out images directly in Adobe InDesign

Picturepark® Workflows

Picturepark Workflows are automating processes and supporting media asset management in many ways. Flexibly configurable automations help monitor copyrights, activate users proactively, or publish assets at certain times, for example.

Monitoring licenses

Images are often licensed for a limited period, which can lead to expensive re-licensing or fines in the event of violations. With a Workflow you can permanently monitor any such limited licenses. A few weeks before the image licenses expire, the responsible parties are requested to check on their further use. All users noted in the use history will be notified proactively. A few days before expiry, the image will be blocked in the system and archived if necessary.

Automatic publishing

Often the assets are published in or with Picturepark directly in various target environments, such as an intranet, brand portal, or on a website. With a Workflow they can be published in various channels at one time with one mouse click, the times of which of course can be set automatically. At a predefined final date, the asset will be removed automatically from the online publication.

Regular quality control

With a Workflow, metadata can be searched at regular intervals for certain criteria, for example for quality control. If needed, the Workflow Manager can make corrections directly or report problematic assets to the responsible persons. This makes it possible to ensure that published assets are always indexed properly.

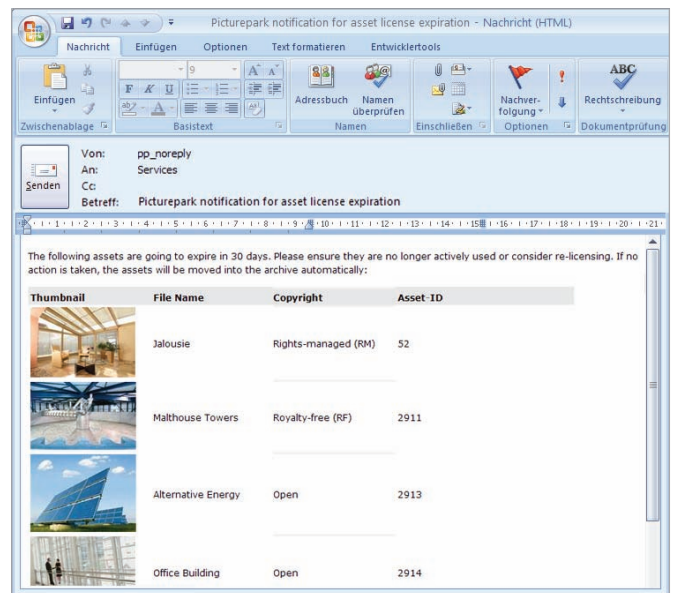
Automate data cleanup

As a large number of old or rarely used data can increase search time greatly, periodic data cleanup is recommended. With a workflow, rarely used assets based on view or download statistics, for example, can be moved to the archive or published more prominently.

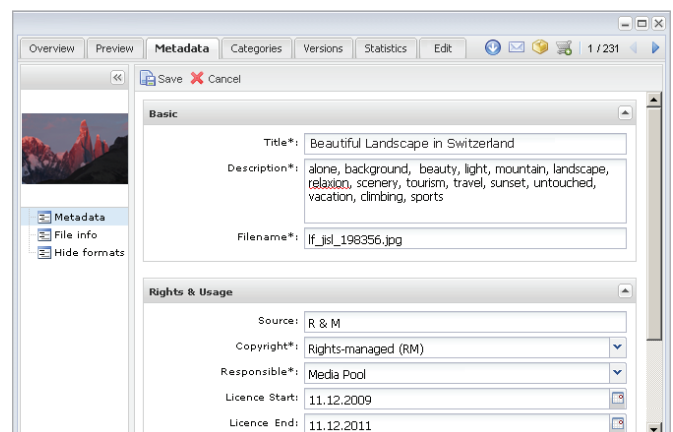
Data import or export

In a network, a so-called hot folder can be defined which is monitored by Picturepark and the data filed there can be imported directly in Picturepark. Conversely, data e.g. for webshops or catalogue production can be converted and exported with all necessary metadata to a PIM or shop system.

- Automate processes flexibly
- Monitor temporary licenses and inform users of expiration dates
- Report indexing errors or inconsistencies in metadata
- Publish or archive assets at a scheduled time
- Export data as needed for shops or PIM systems or import data periodically from hot folders
- Increase security with multi-level clearance processes



Receive workflow results by email



Field values triggering certain actions such as archiving

Picturepark® Business Cards

Using Picturepark Business Cards business cards and stationeries can be produced and ordered easily using a simple web browser. All data such as subsidiary addresses are always up-to-date and the total costs for a business card are unbeatably low.

Produce with a web browser

Whether the business cards or stationeries are directly produced through the corresponding person, through human resources or a team secretary – using the tool is very simple: users are guided through the process step-by-step using nothing more than their web browser. They can only change fields onto which they have corresponding access privileges. Rules for design and layout are mostly pre-defined so any line breaks break exactly as the designer intended.

Pre-defined data

Depending on its integration into other systems, user data can be pre-set where required, or can be added manually. When selecting e.g. an entity, all corresponding information regarding business units or subsidiaries such as logos, entities, mailing address and switchboard numbers change dynamically. All this data is read from a central directory which can be easily edited and structured by administrators. For each subsidiary, a local printer can be defined too.

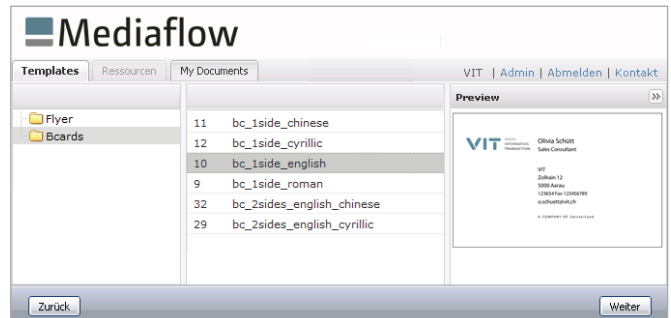
Simple approval processes

Each production ends with the display of a digital proof to the user who can then approve and start the order process. Depending on the template, different order forms are provided so that he can define quantities, cost centers or the like. After this, another instance can be defined for further approval. After final approval, the order is directly dispatched to the corresponding print shop which downloads the master print template - typically as a PDF/X3 file - and starts the printing process.

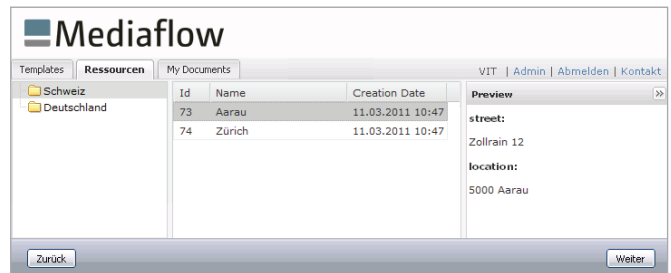
Market-leading technology

The Business Cards module is based on the mature Picturepark web-to-print technology and uses the Adobe InDesign server as a rendering engine. This allows the generation of highly professional print templates and provides full compatibility with other Adobe programs - the undisputable market-leader.

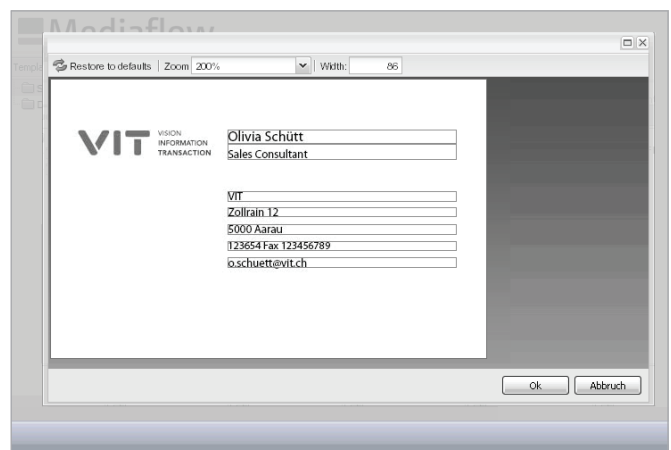
- Efficient generation of business cards and stationeries
- Runs in every web browser
- Preset subsidiary or user data such as site address
- Direct approval or through approval instance
- Based on Adobe InDesign Server



Step-by-step process in web browser



Pre-defined sets of contents e.g. for sites



Simple editing within a given layout & design

Picturepark® Web-to-Print

A lot of time is usually spent for producing and customizing recurring printed materials such as ads or product leaflets for specific markets in a way that respects corporate design guidelines. Using Picturepark Web-to-Print these processes can be significantly accelerated and decentralized – without ever losing control.

Broad spectrum of applications

Whether a business card or stationeries, event materials, ads or a simple leaflet: Picturepark Web-to-Print is a perfect match for all recurring and standardized printed materials which follow clear design rules and a page-based layout and which do not need to be edited in parallel by multiple persons. More complex printed materials such as product catalogues and magazines are usually produced using PIM or editorial systems - to which Picturepark provides connectors.

Extended formatting

Picturepark Web-to-Print allows administrators to define which image or text frames can be customized by users so they, for instance, are only capable of individualizing an imprint or the image on a cover page. Depending on the template configuration users formatting features can be permitted or restricted: tables or special characters can be defined as in Microsoft Word, images can be added directly from pre-defined categories and additional styles can be applied such as bold, italic, bullet point lists etc. Through the use of a simple WYSIWYG editor processing becomes really simple. However, every proof is rendered by the underlying InDesign server, applying all styles and rules defined in the InDesign template.

Dynamic template rules

Picturepark Web-to-Print provides multiple dynamic rules such as the growth in size of templates for instance if ads are going to be produced with variable height but fixed width for newspapers. But also within a template certain dynamic rules between fields can be defined so that text overflow in a single line title field results in a downward shift of the running text in the field below, or alternatively, is shown to the editing user through a visual warning.

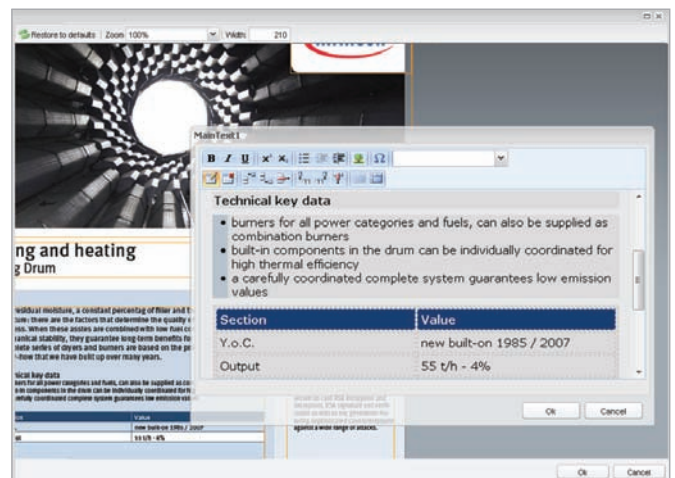
Market-leading technology

Picturepark Web-to-Print uses an Adobe InDesign server as its rendering engine. This allows the generation of highly professional print templates and provides full compatibility with other programs of the undisputable market-leader Adobe. Also the template configuration is done directly with a Picturepark plug-in for InDesign and not in a proprietary editor.

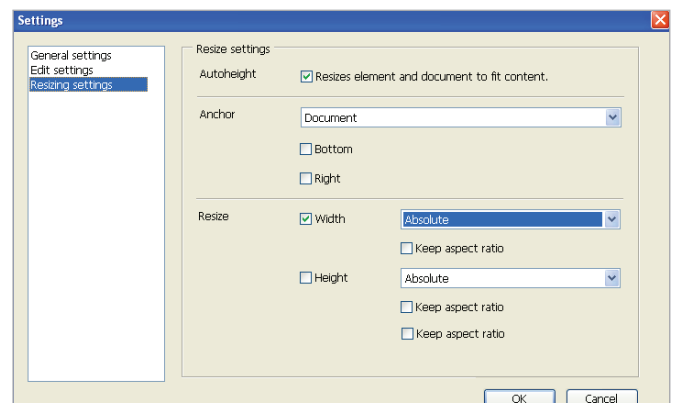
- Controlled customization of design and content
- Extensive editing capabilities for styles, tables, bullet point lists and special characters
- Dynamic template definitions for growth and field dependencies
- Placement of images directly from Picturepark categories
- Based on Adobe InDesign Server



Broad range of applications



Extensive editing capabilities through WYSIWYG editor



Definitions of field dynamics with an InDesign plug-in

Picturepark® Stream Connector

The communication with moving images supports corporate communication, brand management and marketing in the distribution of brand values and important news. In addition, video messages also improve internal company collaboration.

Publish videos online

The Stream Connector enables the publication of videos from Picturepark on diverse web platforms. For example, they may appear in the video section's playlist of a website which is directed toward customers, investors or press representatives. They can also promote unity and establish a personal connection to management, for example, with a CEO-TV on the Intranet.

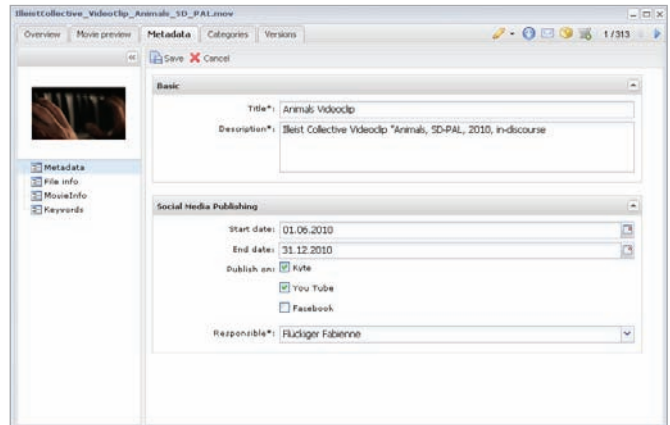
Viral exchange through Social Media Platforms

In addition, the Stream Connector also enables the publication of videos on popular social media platforms like YouTube or MySpace and from there it may be forwarded virally through Facebook or Twitter. A video suddenly appears on various channels and efficiently distributes the message.

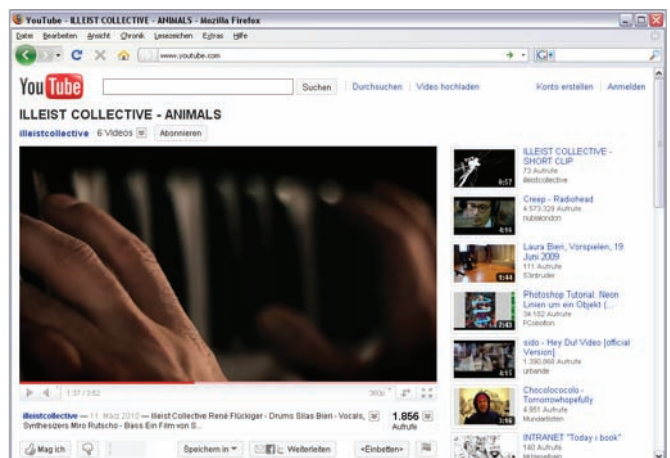
Centralised management

With the Stream Connector the voluminous master data only needs to be established centrally in Picturepark once and can then be exported automatically as appropriate H.264 videos into the cloud. All desired metadata, such as title, legend, start- and end data for publication, as well as the playlist assignment is defined directly in Picturepark and taken over by web platforms or specialized streaming providers.

- Publish videos from Picturepark in your Intranet/Internet
- Social marketing with YouTube, Facebook or MySpace
- Highly adjustable movie player with playlists etc.
- Extensive analysis options



Defining all relevant data in Picturepark...



... and automatically publishing to platforms such as YouTube

Digital Asset Management
Brand Management
Web-to-Print

www.picturepark.com