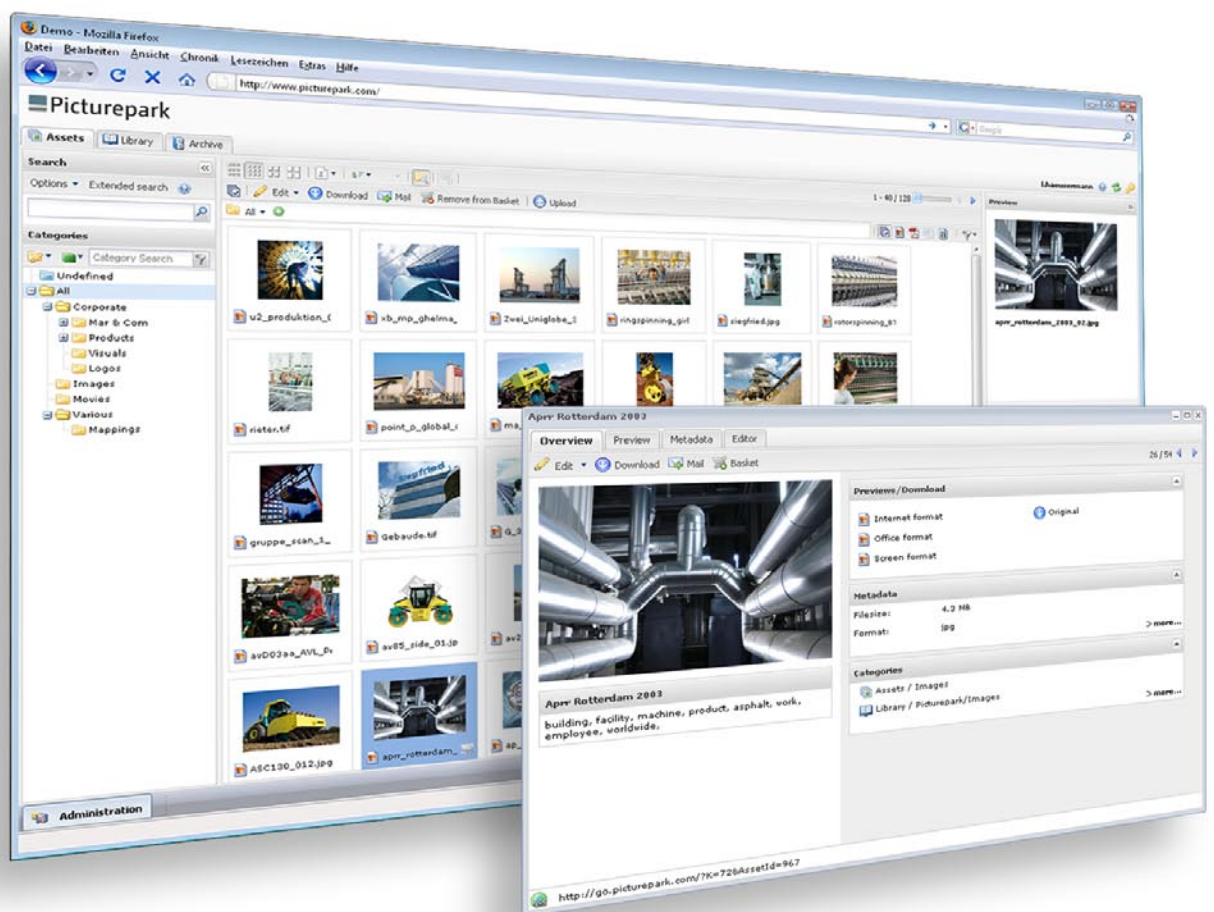


Media Asset Management

Easy and efficient management, distribution and integration of images, graphics, presentations or movies



An end to the digital island

Organise exchange – with Picturepark®



«Picturepark supports The Linde Group in providing superior communication and marketing services on a worldwide scale. All our media files are exchanged in efficient and controlled manner.»

Maris Sedlenieks, Manager Corporate Branding, The Linde Group

Today's businesses are faced with the challenge of communicating a company's brands and identity in a controlled and efficient way that is appropriate to the dialogue groups – without additional costs. As a Media Asset Management system, Picturepark supports marketing, distribution and corporate communication in covering these needs.

Web-based access

Picturepark is the central platform for digital communication material. Pictures, graphics, presentations, videos and any other media assets the client requires can be managed in Picturepark and exchanged in a controlled environment. The system is accessed by a web browser – at any time and from anywhere via the internet.

Find assets quickly

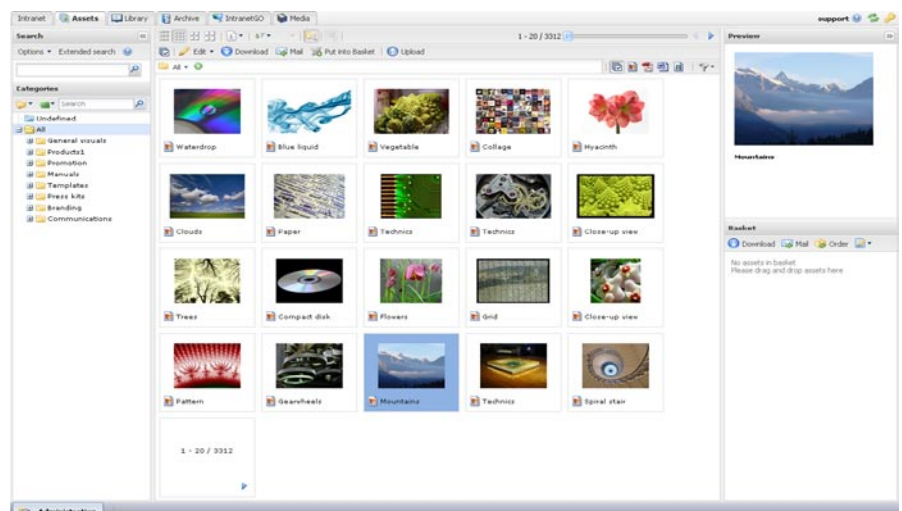
Files in Picturepark are stored in a structured way according to categories. Each so called media asset is present only once on the system, but can be referenced in different categories. A keyword search of metadata such as title, description or full text enables the appropriate pictures or documents to be found very quickly.

Visualised files

In order to enable assets to be recognised and selected, Picturepark visualises a wide variety of file formats. Pictures can be displayed in several sizes, videos streamed as flash films and documents can be browsed page by page. A particular feature: simply by clicking on a picture in a brochure the user is led directly to the original image in Picturepark.

Key Benefits

- Platform for pictures, graphics, PDF, AV media, presentations etc.
- Controlling access and use
- Enhanced compatibility
- Optimised exchange
- Reduced time-to-market
- Reduction of redundancies
- Cost-saving



Structure and distribute media assets

Speed up processes – with Picturepark®



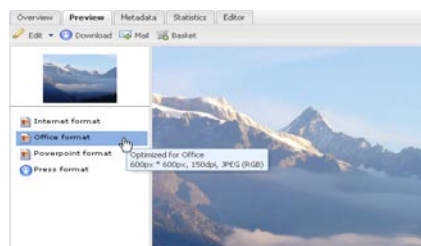
«Thanks to the global availability of pictures and presentations, cooperation with communication departments world wide has become easier.»

Edda Walraf, Head Marketing DT, Rieter Management

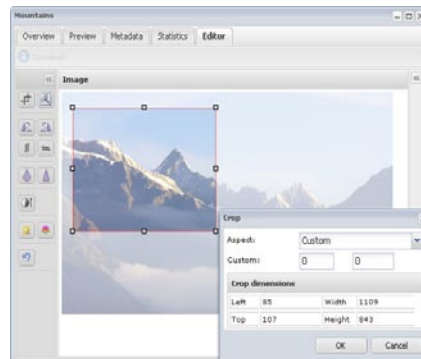
Picturepark presents images and documents in a way that is appropriate to their use. A graphic designer will download the high-resolution original, Office users will opt for a smaller version suitable for Powerpoint or Word. Depending on the user's access privileges, images can be processed in Picturepark in a similar way as in Photoshop, as well as being converted "on-the-fly" into the desired format and resolution.

Distribution through mailings

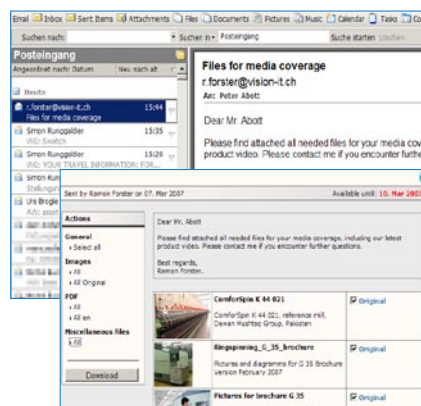
Assets may be collected in a shopping basket and then processed in series. They can be downloaded as a ZIP-archive, stored in a personal folder or sent directly to the desired recipient through a mailing: the recipient will find a mail from the sender in his inbox with a personal message and a link to the assets which have been made available in Picturepark. He can then select from these and download the required files. This guarantees that the email itself is not dogged with large files.



Pre-defined formats for images



Real-time conversion and editing of assets



Direct mailings of media assets

Customers

- Actelion Pharmaceuticals Ltd.
- Ammann Schweiz AG
- Aare-Tessin AG für Elektrizität (Atel)
- Audemars Piguët
- BD – Medical
- Bovet Fleurier SA
- Certina SA
- Conzzeta Management AG
- Die Schweizerische Post
- DKSH Market Intelligence
- De Beers Diamond Jewellers
- E.ON AG
- Eterna SA
- Faro
- Grindelwald Tourismus
- Hamilton International Ltd.
- Infineon
- Lonza AG
- MAN-DWE GmbH
- Mepha Pharma AG
- Netstal-Maschinen AG
- Raiffeisen Schweiz
- Rieter Management AG
- Schweizerische Bundesbahnen (SBB)
- Schweizerisches Rotes Kreuz (SRK)
- Siegfried Ltd.
- Siemens Schweiz AG
- Sulzer AG
- Suva
- Swatch AG
- The Linde Group

More on www.picturepark.com

Exchange media assets right on time and right on target®

Communicate with ease – with Picturepark®



«Picturepark is the ideal tool for our global network. It is very easy to use. Upon it's launch we were able to cut costs as well as get our pictures out to our markets in a much faster way!»

Inga Aellen, Head of Communication, Hamilton Watches

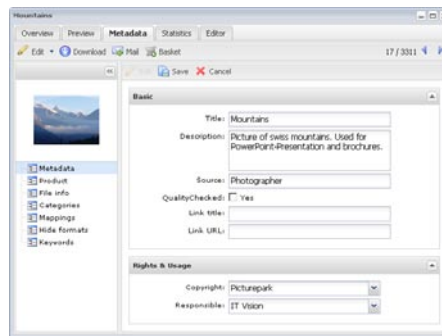
With Picturepark, assets are integrated directly into an intranet or an internet presence as web publishings. This enables employees worldwide to operate within the established environment of the intranet: they can download low resolution assets directly or order the original if required.

Process support

Orders from the intranet are directed to employees specified as responsible for authorising clearance. With just a click of the mouse this order is converted automatically into a mailing and the released file can be dispatched speedily. Picturepark can also cater for company-specific work flows: for example assets can be given a "best before date" after which they are automatically sent to the archive. Or users can subscribe to content and be informed automatically by email of any changes.

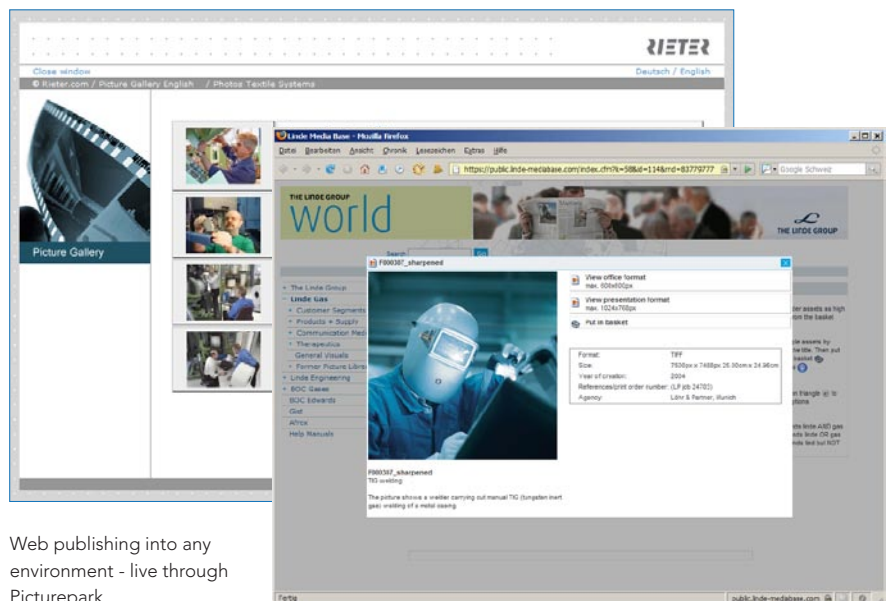
Effective control

Picturepark enables assets to be controlled in a wide range of ways. Different privileges are assigned to categories and functions. For example, all standard users view a video as a small flash film, but only super users can download the original or import new files. User management can take place directly in Picturepark or through the company address book (LDAP/ADS).



Vision Information Transaction

Swiss enterprise Vision Information Transaction Ltd. (VIT) develops, implements and operates solutions for managing digital communications in the fields of Digital Asset Management and Web-to-print. Furthermore, VIT offers tailored managed services such as metadata tagging or standardisation of media files.



Web publishing into any environment - live through Picturepark

Support strong brands long-term Retain control – with Picturepark®



«Picturepark guarantees us a consistent and qualitatively high-grade pictorial language and, as a tool, thus supports our carefully maintained corporate identity.»

Peter A. Gehler, Chief Communication Officer, Siegfried Ltd.

Picturepark is intuitive to use whilst still offering some powerful functions. For example, hundreds of assets can be imported in a single step and metadata added to them, which makes organisation quick and easy. Duplicates are recognised quickly and redundancies can be avoided.

Scaled to demand

Picturepark can be used both as a straightforward picture databank as well as a comprehensive management system for all marketing materials in large companies. Thanks to the base system and modular add-ons, the selected solution can adapt itself to the customer's needs.

Modular and standardised

Picturepark was programmed according to industry standards and further developed through close collaboration with customers. Standardised development and strong orientation to customer needs are the best guarantee for an investment that is safeguarded in the long term.

Operation as ASP Hosting

In the case of an Application Service Providing (ASP), VIT takes on operational responsibility - the hosting of the application and the files takes place in our secure server centre with server

clusters. An ASP includes permanent surveillance of the system, backups and all software updates.

Operation as an dedicated server

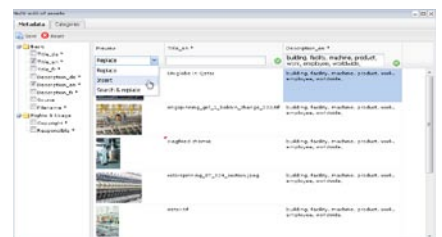
Picturepark can also be operated on a server within the customer's IT infrastructure. This is particularly useful if large volumes of files are being exchanged primarily in one location and a close integration into the IT structure is desirable. Access to software updates can be secured through an optional software maintenance agreement.

Unlimited standard users

The number of standard users in Picturepark is unlimited. Standard users includes all registered users who access the system to read or to exchange data. Typically, this is the largest group of users.

It is only the number of superusers such as editors or administrators which determines Picturepark base system's license. These superusers have writing and management privileges.

Further factors for costs are the modules and connectors installed, as well as the type of operation (ASP hosting or dedicated server).



Batch indexing of multiple files at once

Simply efficient Media Asset Management

www.picturepark.com

Features base system

The base system offers best basic functionality.

Management of any desired file with previews of images and PDF

Customer-specific image formats e.g. for Internet or PowerPoint

Simple and advanced key word search

Structured storage of assets in categories

Customer-defined meta data fields (title, description, copyrights etc.)

Batch-import with local import-client and indexing with meta data

Take pictures through drag & drop and copy & paste into Office applications

Shopping basket with distribution methods

Mailing of assets with individual download centre for the recipient

Ordering of assets including order management and order delivery

Privileges may be set on all functions, methods and categories, unlimited user groups

Comprehensive but easy administration by customer

Design and e-mail-templates may be adapted to the customer's CD

Multi-Client compatibility

Case studies, flyers, white papers and a comprehensive demo can be found online on our website:

www.picturepark.com

Picturepark modules

The base system can be functionally enhanced with modules.

Document Browser Preview pages of documents such as PDF, PowerPoint, Word and Excel, full text search, links to images

AV Browser Streaming of video and audio formats such as AVI, MPEG, Quicktime, MP3 among others

Asset Converter Convert and edit images, functions include rotating, masking, contrast, resolution, size, graphic formats

Web Publisher Publish assets for target groups in an appropriate design, e.g. on an intranet or on websites

Slide Desk Manage PowerPoint presentations across the company centrally, put together new presentations, track updates etc.

Report Manager Static analysis of assets, traffic and disc space, asset journal (who, when, what)

Workflow Manager Time and action-triggered Workflow Manager for privileges, notification or archiving, e.g. subscription to content

XMP-Manager Reading and writing of metadata stored in the image header according to standards such as XMP, EXIF, IPTC Core

Group Mailing Asset mailings, not only to individual users, but also to complete user groups

Security Pack SSL-encoded operation for ASP

Picturepark Connectors

Connectors integrate Picturepark into other systems and applications.

LDAP Connector User management through company address books (LDAP/ADS) for integration into existing user management systems

Share Connector Importing and copying of complete folder structures, file server as a data master for originals

Mediaflow Connector Connection to the web-to-print solution Mediaflow: data transfer (pictures, templates), user management

K4 Connector Connection to the K4 editorial system through drop folders

Sharepoint Connector Integration as a component in Microsoft Sharepoint 2007

CMS/PIM Connector Standard connection to various CMS- and PIM-systems

Web Service / API Standardised web service for the exchange of functions and files with third-party applications



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