

:Arcadia

Rich Media Management

Deborah Hutcheson



Stay Ahead. With Agfa.

Client Requests and Trends

- **Distinct business units with intersecting rich media needs**
 - **Retail, Service, Manufacturing**
 - **Internet (Cross Media)**
 - **Catalog, Book, and Publications**
- **Brand and consumer experience consistency across all channels**
- **Improve content reuse across business units**
- **Faster time-to-market**
- **Efficiency improvements in product make-up**
- **Top line revenue increase and cost containment**

Where is Digital or Rich Media?



- Logos
- Photography and graphics
- Packaging
- Product design (CAD)
- Brochures
- Web content
- Sales presentations
- Product literature
- Case studies—print
- Case studies--video
- White papers
- Multi-media demonstrations
- Print advertising
- Web banner advertising
- Television advertising
- Training presentations
- Video courseware
- Catalogs
- Recorded webcasts
- Press releases
- Animation
- Graphics
- Newsletters
- Video interviews
- Media clips
- Movie trailers
- Syndicated programs
- Digital dailies
- Cover artwork
- Music videos
- News footage
- Print production files
- Proofing files
- Manufacturing data
- Brand Specification

Stay Ahead. With Agfa.

FPPA Conference, March 12-14, 2006

AGFA 

| see more | do more |

What is Digital Asset Management?

- **Enterprise software that secures and manages rich media content**
 - **Capture, organize, share, repurpose, and distribute**
- **Creates, manages, and controls multiple versions of the file**
- **Organizes rich media for use in business process**
- **Transforms large complex files into network-friendly general-use formats**
- **Enables secure, controlled distribution of approved versions**
- **Tracks usage of assets**

:Arcadia Overview

- **Enterprise-class solution for the rich media supply chain**
- **Focus on brand and publication management solutions**
- **250+ technology clients worldwide in key markets**
 - **Consumer Products; Manufacturing; e-Commerce; Publishing; Media and Entertainment; Financial Services**
- **Industry leadership and innovation**
- **Third-generation architecture**
- **Key OEM partnership with ClearStory**

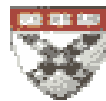
Technology Users



Brooklyn Museum



marthastewart.com



HARVARD | BUSINESS | SCHOOL

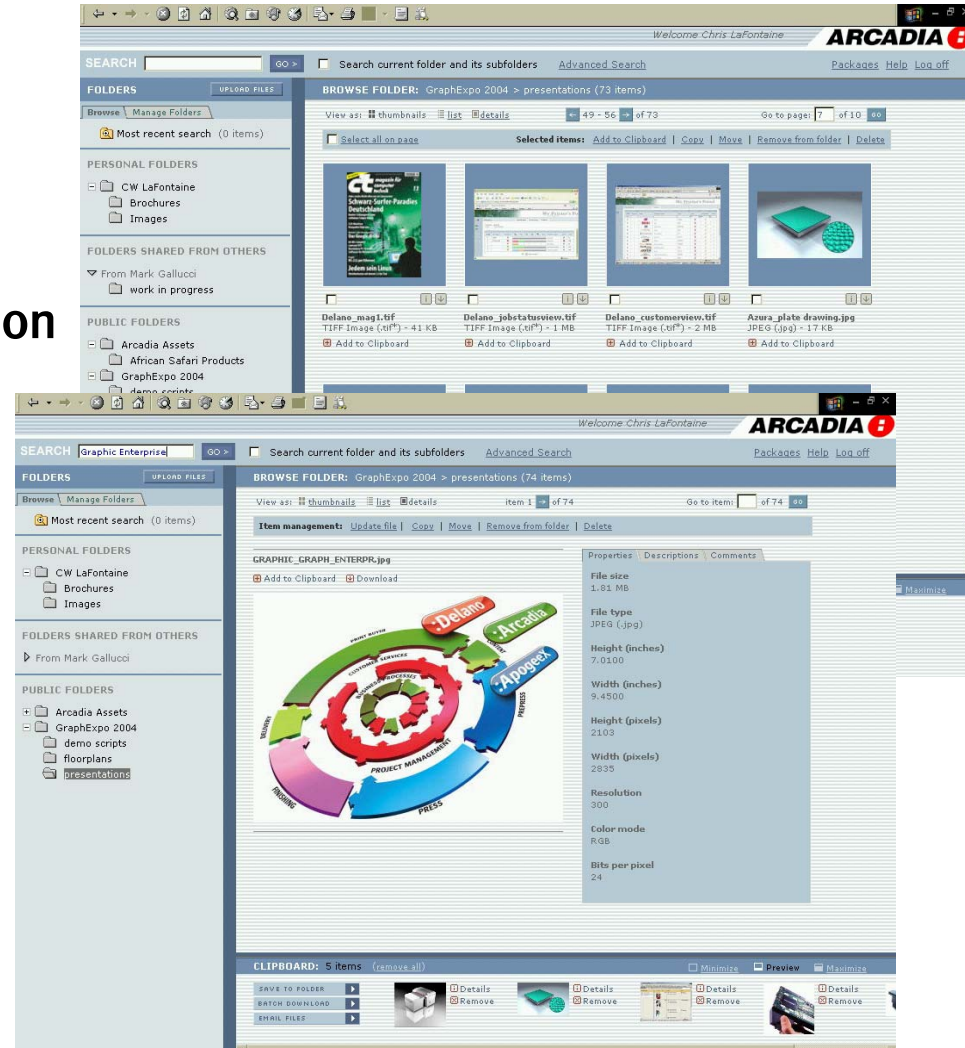
DETROIT
BBDO



Stay Ahead. With Agfa.

:Arcadia - Dynamic Publishing Solution

- Digital Asset Management
- Expanded communications tool
- Centralizes assets
- Functionality:
 - Compound document ingestion
 - Full search capabilities
 - Zoning, Lineage, Versioning
 - Metadata management
 - Auto file transformation
 - Project Collaboration
 - Local, Web and e-mail
- Front-ends :Delano
 - Job ticket and bag
- Digital Fulfillment



Stay Ahead. With Agfa.

FPPA Conference, March 12-14, 2005

Two Views

General User View

- Simple to use
- No training needed

The screenshot displays the Arcadia web application interface. At the top, there is a navigation bar with the Arcadia logo and user information. Below this, a search bar and a folder tree are visible. The main content area shows a grid of file thumbnails, including images and documents, with options to add them to the clipboard. A bottom navigation bar contains tabs for Main, Clipboard, Search, Workflow, Catalog, Upload, Events, Collections, and Admin. The interface is clean and user-friendly.

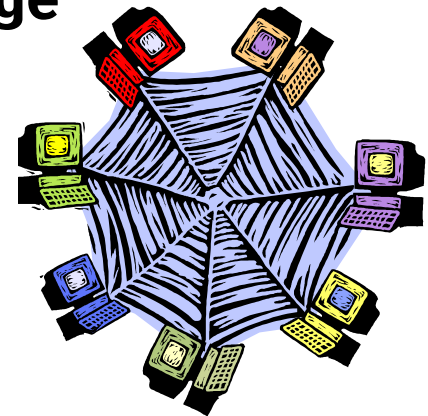
The screenshot displays the Arcadia web application interface for a power user. It features a sidebar with navigation options like Communication, User, and Quick Asset Search. The main content area is divided into sections for Clipboard, Workflow, and Shortcuts. The Quick Asset Search section includes a search bar and options to search by Name, Notes, Subjects, or Document Text. The interface is more complex and detailed than the General User View.

Power Users View

- Access all elements of system
- Offers complete control

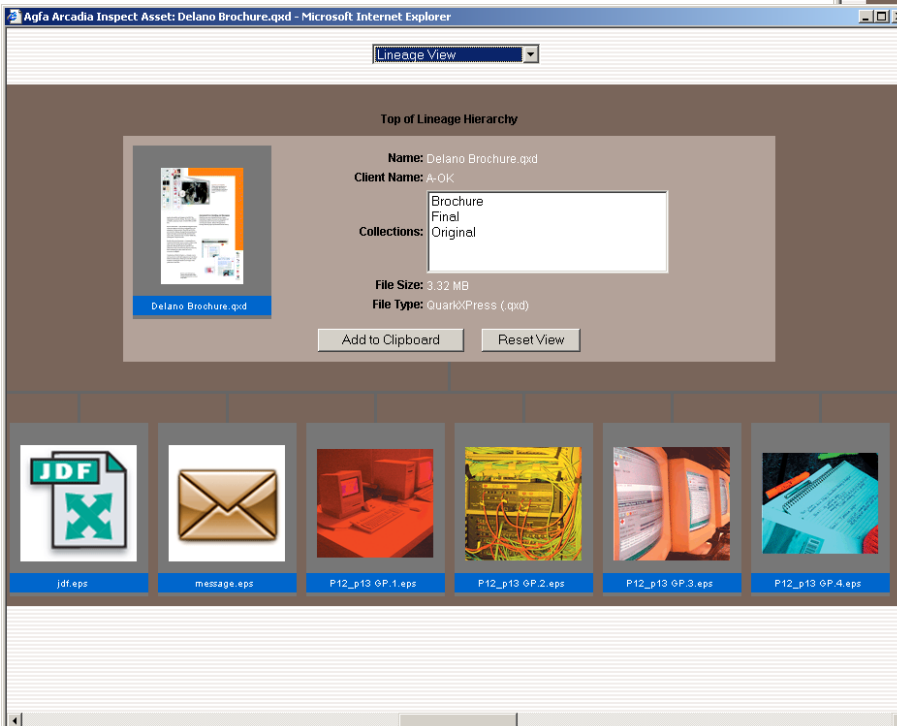
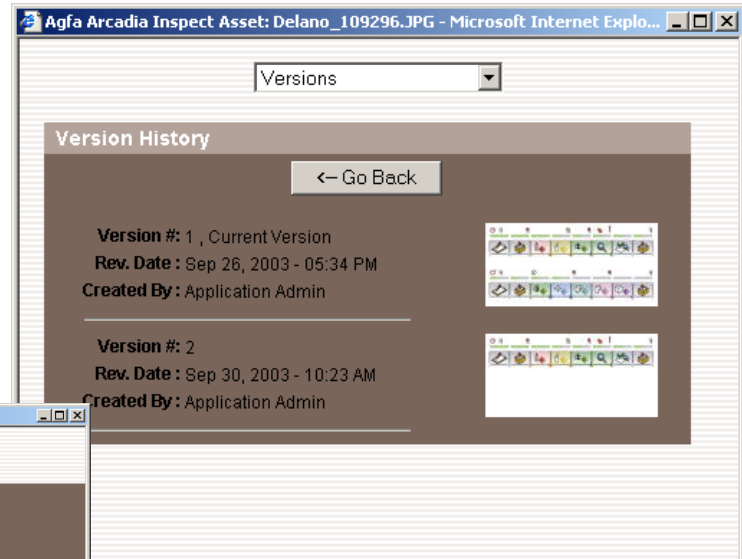
Key Feature – Dynamic Ingestion

- **Native file formats still used more than PDF**
- **PDF considered final stage file format**
- **Collecting all files still remains a challenge**
- **Droplet created on User's Desktop**
 - **Connects provider directly with customer**
- **Collect to Droplet, rather than folder**
 - **InDesign/Quark files are drag-and-drop**
- **All files compressed and ingested**
- **Finally, decompressed and re-linked in system**



Key Features – Versioning and Lineage

- **Advanced versioning control**
 - **Allows all versions to be managed**
 - **Can make any version the “current” version at any time**



- **Complex asset tracking**
 - **Tracks all files associated with parent file**
 - **Can link files to multiple parent files**
 - **Update of child file can automatically update parent files**

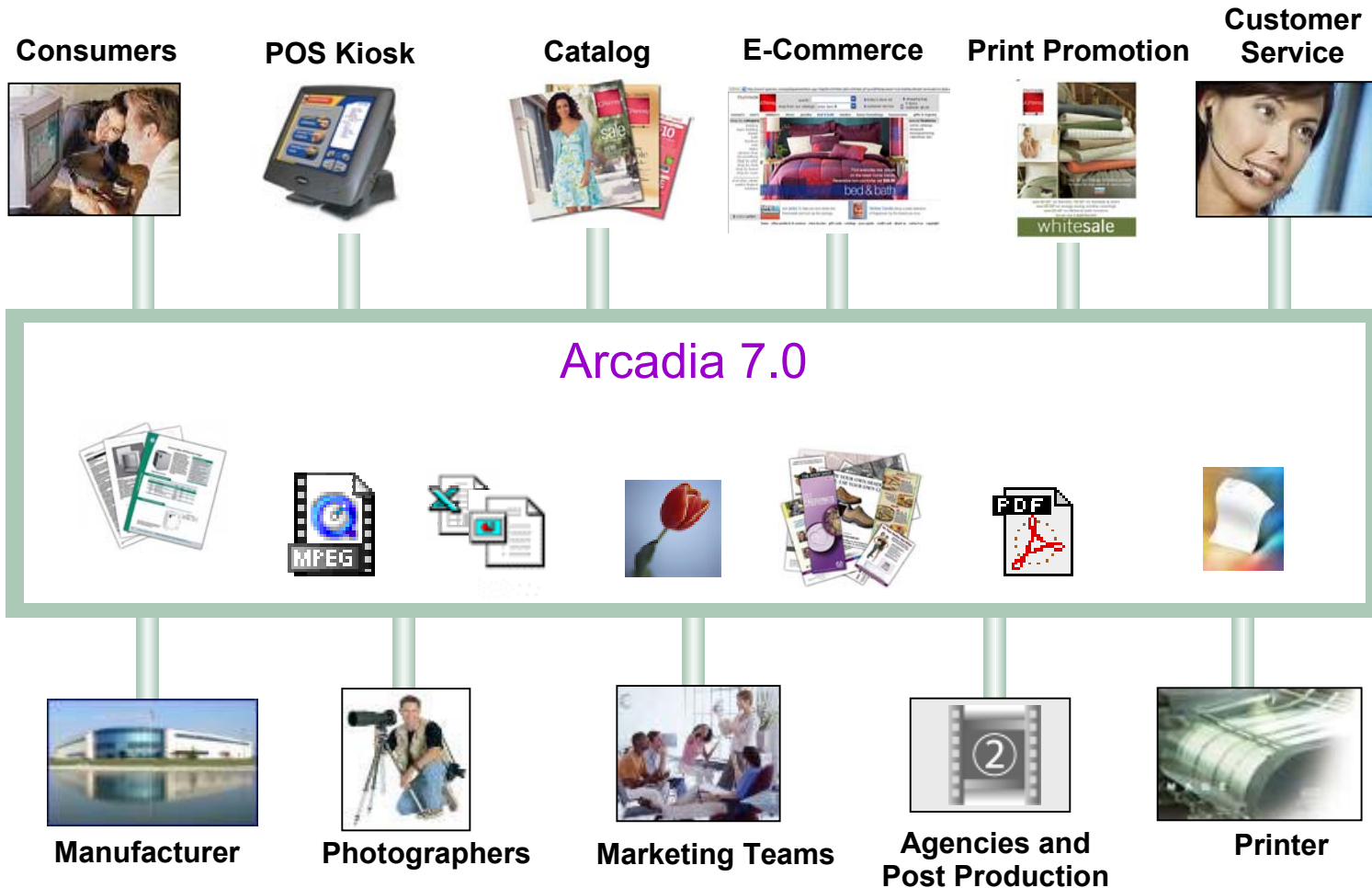
Why Innovate Now ?

- **Rich media is needed everywhere, “where I want it, when I need it”**
 - Global consumption: Print, Web, Broadband, Handheld, Wireless, Kiosk
 - Source independent, delivered in the format needed
- **Rich media content volume and file types continue to grow**
 - Volume of rich media assets is doubling each year (American Marketing Association)
 - Digital media is growing 18% -39% as part of enterprise stored data
- **Protection of content value**
 - 35% of brand-related expenditures for print, Web, or time-based media are lost or duplicated ~ a waste of \$1 trillion annually worldwide
- **Adoption of DAM has “crossed the chasm”**
 - Beyond broadcasting, entertainment, advertising, media
 - Growing requirement of corporate enterprises
- **Important part of content management IT strategy**

Unique Challenges

- **Large, unwieldy file types and sizes**
 - **Create distribution, workflow, transformation, and storage challenges**
- **Non-textual (e.g., visual, time based) and layered**
 - **Issues include: identification, transformation, segmentation, derivative works, metadata and search challenges**
- **Requires special handling and processing**
- **Represents large investment and critical IP**
 - **Issues include: Security, rights, licensing, tracking, monetizing**

DAM: At the core of content-business processes



Stay Ahead. With Agfa.

FPPA Conference, March 12-14, 2005

Why Enterprise DAM Projects Fail

- **Costly services engagements**

Source: Forrester Research

- Expensive customization is often required to align DAM with business strategy
- Many departments have different uses for rich media

- **Metadata burdens**

- Too much manual entry
- Inflexible metadata models

- **Complex UI, low user adoption**

- **Architecture approach does not fit infrastructure**

- Leverage existing enterprise infrastructure
- Scalability

- **Management buy-in**

Why Arcadia Customers Succeed

- **Costly services engagements**
- **Metadata burdens**
- **Complex UI, low user adoption**
- **Architecture approach does not fit infrastructure**
- **Management buy-in**

Stay Ahead. With Agfa.

- **Cost effectively aligns with business strategy**
 - Multiple applications on one platform
 - Configurable
 - Lower services costs
- **Highly flexible metadata model**
 - Metadata versioning and templates
 - Automated assignment
 - Readily change metadata as business evolves
- **User simplicity for higher adoption rates**
 - Flexible
 - Security / role-driven
 - Browser-based
- **Architecture fits IT “best practices”**
 - Leverage existing enterprise infrastructure
 - Highly scalable
 - Hosted or installed, same application and UI
- **Management buy-in**
 - Supports proof-of-concept implementations
 - Phased deployments

:Arcadia Provides Solution Providers with...

- Management of *increasing volume* of digital files
- Ingestion and management of *hundreds of file types*
- Ability to offer *Value-Add Services*
 - Configurable *web page design*
 - Establish *Differentiation*
 - *Project Collaboration* Services
- Eliminate production interruptions with *self-serve* model
- Increased creative page and *page element collaboration*
- Technological and process *integration with customers*
- Deal with *data-driven files* rather than content-driven
- And more

Any Questions??



Stay Ahead. With Agfa.