EMC DOCUMENTUM DIGITAL ASSET MANAGER

Powerful administration, transformation, and management of rich-media assets
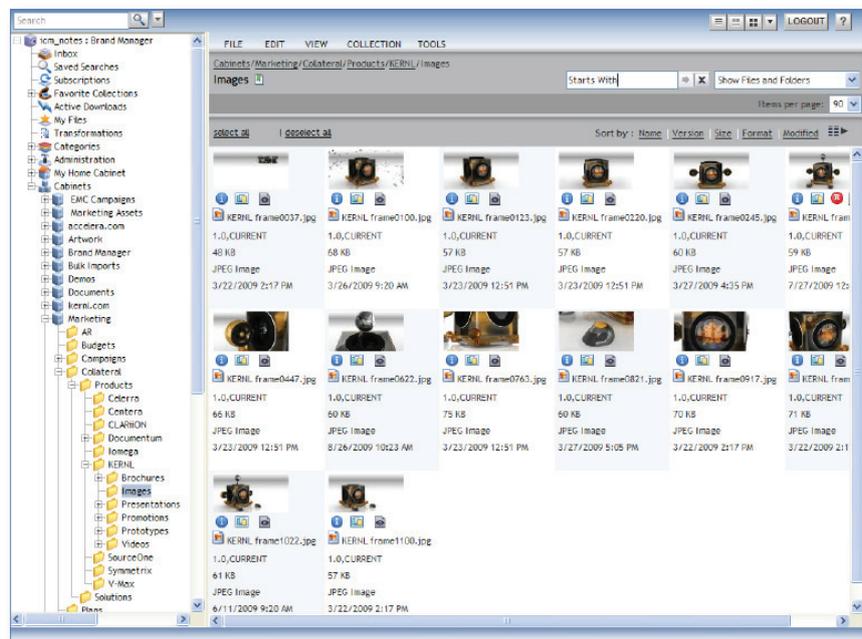
ESSENTIALS

- Manage all types of rich media formats on both PCs and Macs
- Gain control of your asset repository with advanced media processing and monitoring capabilities
- Define intellectual property rights and assign them to assets
- Leverage advanced workflow capabilities and streamline the approval of media without sacrificing control

Product images, streaming video, audio, logos, Flash animations, presentations, web pages—these days, digital assets are ubiquitous. They're used by companies in all industries to promote products and services, educate employees, attract customers, and establish global brand recognition. For any one company, all rich media represents a significant intellectual and monetary investment. Yet it typically resides in silos and is not properly leveraged for its full value.

EMC® Documentum® Digital Asset Manager (DAM) allows organizations to manage all of their content, rich media, and traditional documents through one interface. It provides enhanced capabilities to effectively manage rich media in addition to the complete set of enterprise content management capabilities offered by Documentum.

INTUITIVE, WEB-BASED USER EXPERIENCE

Digital Asset Manager provides an easy-to-use, web-based interface to the unified EMC Documentum enterprise content management platform. When enhanced with EMC Documentum Content Transformation Services (CTS) products, Documentum enables the same automation, control, and availability for images, audio, and video that it provides for traditional enterprise content.

EMC Documentum Digital Asset Manager provides users with access to an optimized, rich-media user experience from any Windows or Macintosh browser

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Digital Asset Manager enables creative users and their team members to access the content repository from any Windows or Macintosh browser. Users with the appropriate permissions also can access administrative controls from the Digital Asset Manager interface.

POWER AND EASE OF USE

To create, manipulate, and repurpose digital assets, content creators need specific media capabilities at their fingertips, along with core content management functionality. Digital Asset Manager provides these capabilities and more.

- **Content management functions**: Through the Digital Asset Manager web interface, enjoy essential enterprise content management services, including the following:

  Workflow: View inbox, view and initiate workflows, and route documents.

  Lifecycle: Assign a lifecycle stage to any object created with Digital Asset Manager.

  Search: Search the entire Documentum repository using keywords and other metadata. A "Quick Search" field is always accessible without launching the full search dialogue.

  Version control: Manage and access the versions of any rich-media asset or document in the repository.

  Security: Control the set of users, group, or roles that can access content within the repository.

  Rendition management: Import, view, and create new renditions such as a low-resolution JPEG or web-ready GIF associated with an Adobe Photoshop file.

  Relation browsing: Users can detect and navigate the relationships between assets, such as the inclusion of a particular chart in an annual report, SEC filing, or employee handbook.

- **Loupe display**: Get a zoomed view of each digital asset by rolling your mouse over top of the thumbnail.
- **Multi-size thumbnail display**: View the contents of any folder or the results of any search, and select a thumbnail size (small, medium, large) with the click of a button.
- **Active preview**: View contents of multi-page documents (such as PDF, Microsoft Power-Point, Microsoft Word) page by page with an optimized, web-based document preview and storyboard navigation interface.
- **Seamless file sharing for Macintosh users**: Share Mac-created files with Mac and PC users by stripping the resource fork when a Mac file is checked out to a PC user and maintaining it for Mac users.
- **Collections**: Create, manage, share, transform into specific formats, or download content that is grouped together to allow users to exchange ideas related to a particular task or project.
- **Intellectual property rights management**: Capture and communicate intellectual property rights associated with one or more assets, and extend this framework to third-party rights tools. This feature includes the ability to create customized rights objects, view associated objects under rights management, search on rights metadata, assign rights on import/check-in, and apply existing rights to assets.
- **Asset usage tracking**: View the history associated with a particular asset including who, when, where, and why it was used.
- **Comprehensive file transformation**: Repurpose or render existing content into new formats and resolutions with an easy-to-use wizard that controls the features provided by the EMC Documentum Content Transformation Services products. Transform single or multiple documents—automatically or on demand. For example, automatically convert high-resolution print images to low-resolution web-ready JPEGs and turn commercial video into streaming formats.

- **Media profile creation and modification**: Access an easy-to-use wizard to create new profiles for the EMC Documentum Content Transformation Services products that control what transformations are available and what they do; you can also chain multiple profiles together for more advanced media processing.
- **Transformation queue monitoring**: See what tasks are currently being processed by the EMC Documentum Content Transformation Services products configured against a given repository; monitor where specific items are in terms of priority.
- **PowerPoint assembly**: Search and review PowerPoint presentations without having to download and open them on your desktop. Use thumbnails to select, assemble, re-template, and save slides into a new presentation.
- **Video details**: Gain a comprehensive understanding of video and Flash content through enhanced previews such as storyboards using SMPTE time codes, embedded video preview with play-from-frame streaming capabilities, and text-track management.
- **Authoring tool support**: Configure Digital Asset Manager to tightly interoperate with EMC My Documentum for Desktop, resulting in a seamless user experience when working with authoring tools like the Adobe Creative Suite, Microsoft Office, and QuarkXPress.

EMC DOCUMENTUM: YOUR SOLUTION FOR DIGITAL ASSET MANAGEMENT

Digital Asset Manager is part of a total EMC Documentum enterprise content management solution for managing digital assets across a distributed enterprise. Use this solution to:

- Implement rapid changes to digital assets while retaining consistency and control
- Repurpose rich media regardless of platform or file format
- Perform fast search, retrieval, and delivery of digital assets
- Deliver enhanced media-handling capabilities to all enterprise knowledge workers

ABOUT EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

CONTACT US

To learn more about EMC Documentum Digital Asset Management and managing rich media and traditional documents through one interface, visit us online at www. EMC.com or call 800.607.9546 (outside the U.S.: +1.925.600.6754)

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