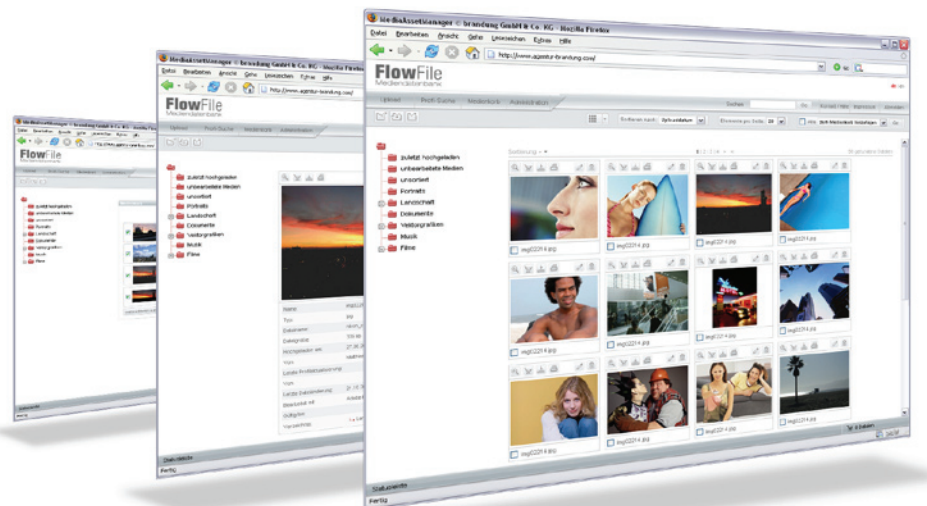


FlowFile

MediaDatabase

Managing, editing, distributing and integrating digital assets company-wide in a centralised and efficient manner. FlowFile – the media database from branding – enables you to perform these tasks effectively, economically and easily.



Central media management from a single source

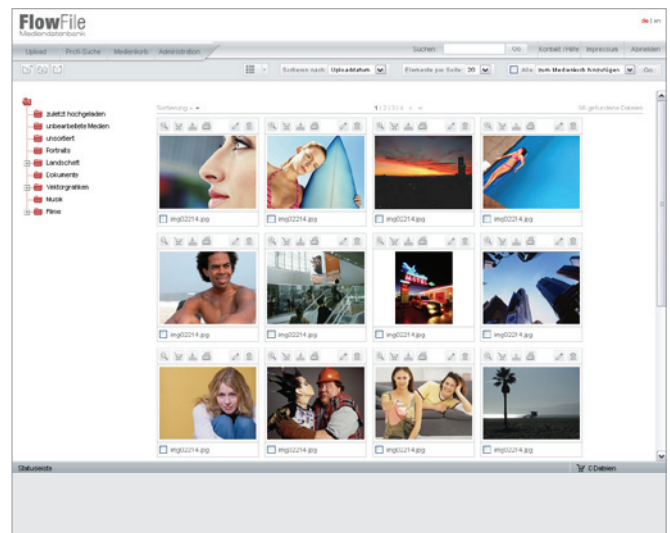
Flowfile

FlowFile, the professional web-based media management software from brandung, is a central tool that enables you to manage all of your digital media – and to do so on a company-wide basis. The system maintains images, videos, brochures and other digital assets in a central database. Conventional Internet access then permits your company to manage and use those data, providing all appropriate internal and external target groups with unparalleled ease of use and availability around the clock.

Just imagine: the tedious search for digital documents is a thing of the past. Images can be found not only based on their document titles but on their content. Imagine media availability independent of hardware and operating systems. And independent of the user, application, place and time. Concentrate on the actual task at hand. And still retain complete control. You decide who is authorised to view which documents and how each user may modify those document because you administer the users yourself. Always. Effortlessly.

People Highlights

- » Web-based solution – only browser and Internet access needed – no software installation
- » Simplest possible user interface and menus – no training necessary
- » Sophisticated, easy-to-use search engines
- » Assignment of descriptions, keywords, article numbers, project numbers, and much more
- » Direct visualisation of objects via integrated preview of image, .pdf and video files
- » Support for all standard file formats (including .jpg, .gif, .png, .tif, .ai, .doc, .pdf, .avi, .mov, .mp3, .ppt, .xls)
- » Convenient, one-time upload of objects – FlowFile converts them to all other required formats automatically
- » Bulk import option via web interface
- » Comprehensive centralised management of users and user authorisations
- » Different output formats for any kind of target groups (such as associate, print office, subsidiary)



Additional features are described in detail on the following pages.

TARGET GROUPS AND BENEFITS

FlowFile is ideally suited for use in every sector where companies have a large volume of images, videos, documents and other media. It is the perfect tool for centralised worldwide deployment when a company has to provide digital assets to different locations, manufacturing sites, subsidiaries and field-based personnel. And it's always the right solution wherever external service providers such as agencies and printers are involved.

Your benefits at a glance:

- » Cost savings through multiple use of digitised images and minimisation of reproduction costs
- » Cost savings through reduced transport costs
- » Time savings through improved search and transport efficiency
- » Continuous availability of image data independent of location
- » Central overview of your image data inventory
- » Quality assurance through consistent use of the same master copy (digital original) for all applications
- » Security through multiple backups
- » Optional standardisation of your image data

A selection of possible applications in your company:

» Marketing and Public Relations:

Communicate products and brands consistently. Carry imagery across skilfully and accurately. Save money and simplify internal processes. Satisfy service providers quickly.

» Product Management

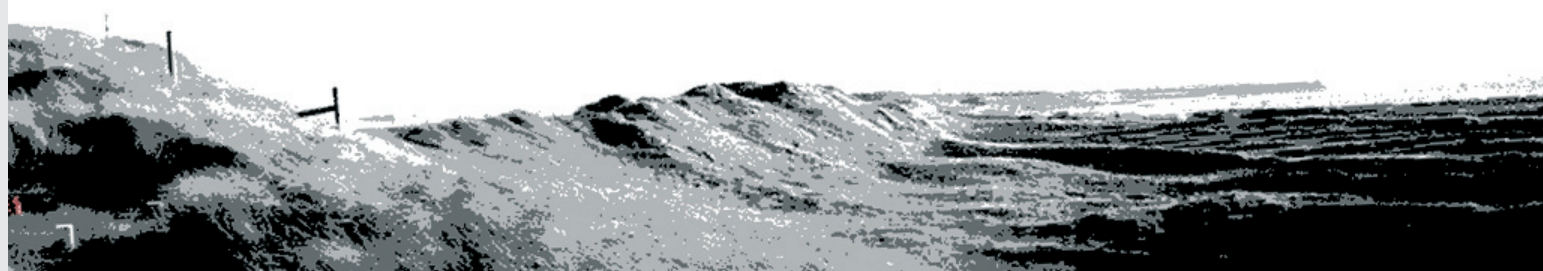
Maintain central, worldwide control of product data at all times. Prepare and simplify catalogue management. Manage and maintain control of product development.

» Sales

Retain and update data on a centralised basis. Supply internal and external sales offices with the latest data automatically. Make presentations and documentation available worldwide. Safeguard trade secrets.

» Administration and Documentation

The indispensable instrument for creating perfect presentations and press releases. Reliable and secure tool for the image-linked documentation of events, external work and property management.



» Unlimited expandability

You can adapt FlowFile to the folder structure indefinitely. This means subsidiaries, brands and locations can be maintained on a centralised basis and yet have different authorisation levels.

» Adaptation to corporate design

The visual appearance of FlowFile (logos, navigation colours, font colours, warning messages, miscellaneous graphics) is adapted to the CD of the client.

» Explorer system

The Explorer system permits you to manage your folder and category structure from the web – and to do so just as flexibly as with the Windows system. Always clearly displayed and sorted according to topics, files can be edited, inserted, deleted or moved.

» Sorting and display variants

Users can sort large volumes of image data very easily by means of various display options and sorting mechanisms.

» Automatic media management

FlowFile automatically extracts information from the media during upload. You no longer need to enter this information manually. Instead, you can concentrate on optional entries such as keywords or article numbers. The following information is extracted automatically: file name, type of file, and size.

Additional data are also extracted depending on the type of file:

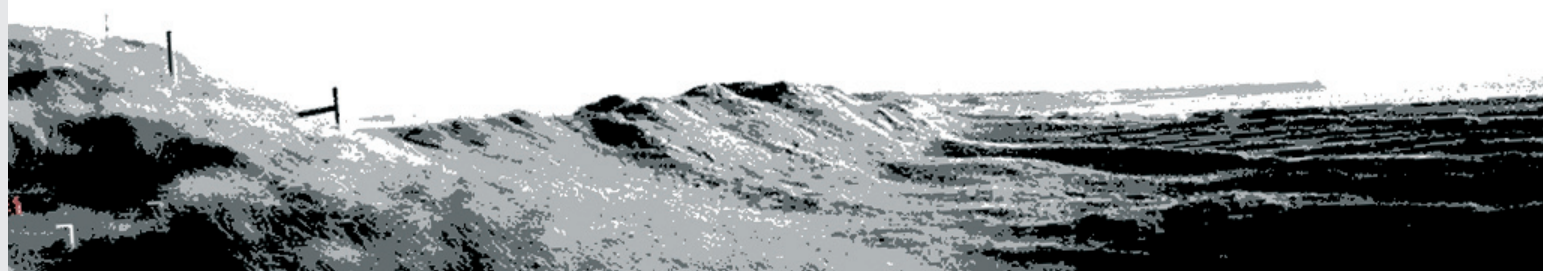
- Image files: resolution, colour depth, compression quality
- Video/audio files: playback time, compression quality

» Preview

FlowFile generates previews for the most commonly used image and media formats (e.g. tif, jpg, bmp, eps, pdf, png).

» Search and find

Users can choose between a quick search function and an advanced search function with a wide range of criteria. Media are identified quickly and efficiently. The system also starts out with the search mask, which can search according to size, name, keywords, article numbers and other fields.



» Easy upload from the web

The convenient web-upload function permits you to load new media into your FlowFile system. Just select the file from the hard disk and assign a category, and users already have access to the object with its most important properties.

» Multiple bulk upload

Specially designed for files of several gigabytes, the bulk upload function operates via an FTP access. A special interface ensures that the media are sorted properly.

» Administration of authorisation levels

FlowFile's flexible system for administrating authorisation levels based on clients, users and groups allows it to be adapted precisely to an employee's workstation. This prevents unauthorised use and improves the security of your data inventory.

» Automatic conversion of output formats

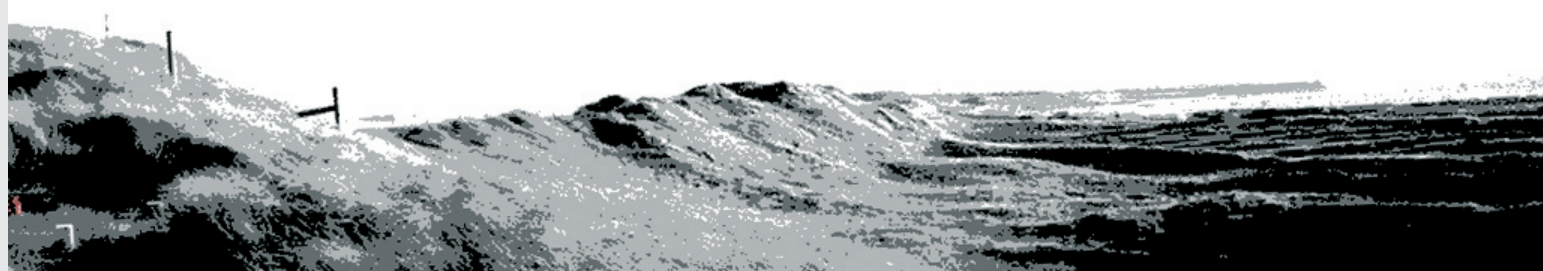
The Media Basket allows you to revert to different media formats (web, PowerPoint, print etc.). In this way, the system converts data to the right formats directly and displays them in a matter of seconds.

» Multilingual capability

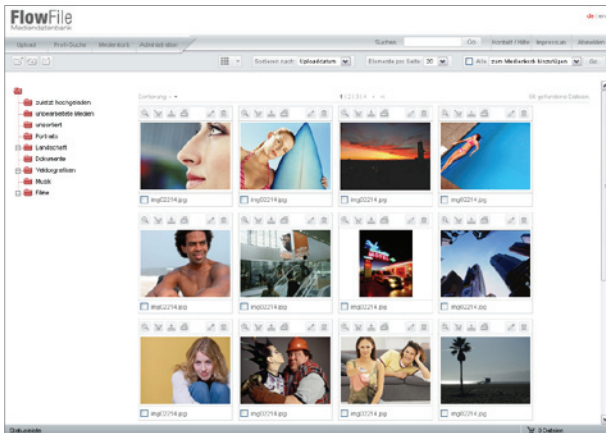
The entire database is available in English and German. Other languages are planned. Users can change languages on the fly. Each user can be assigned his or her own default language.

» Media Basket

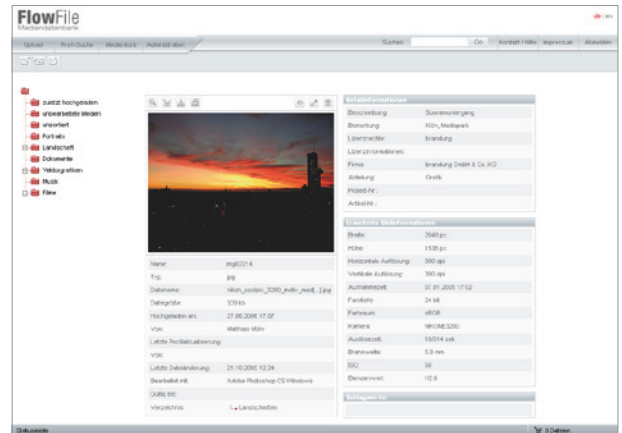
FlowFile's Media Basket functions like a shopping cart. Selected media can be ordered for direct download, postal delivery or transmittal as an email attachment.



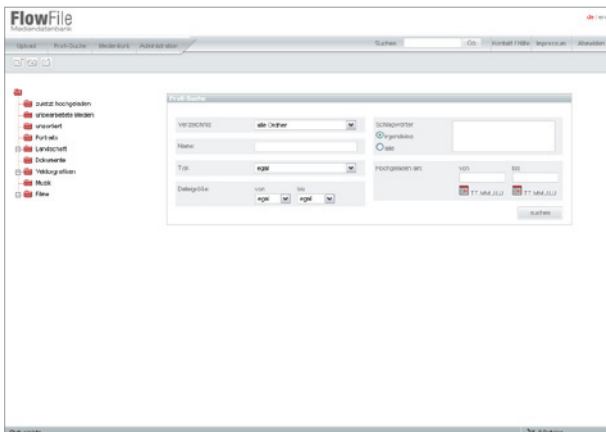
SCREENSHOTS (SELECTION)



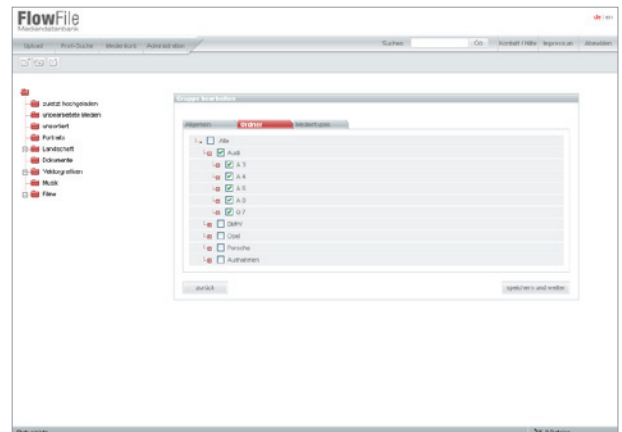
Folder view: Quick overview



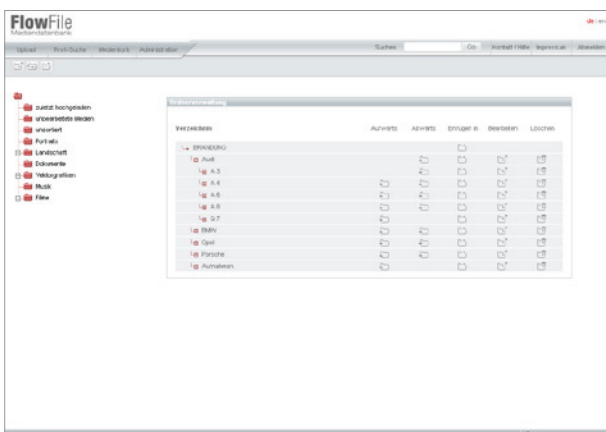
Detailed view: Image properties clearly structured



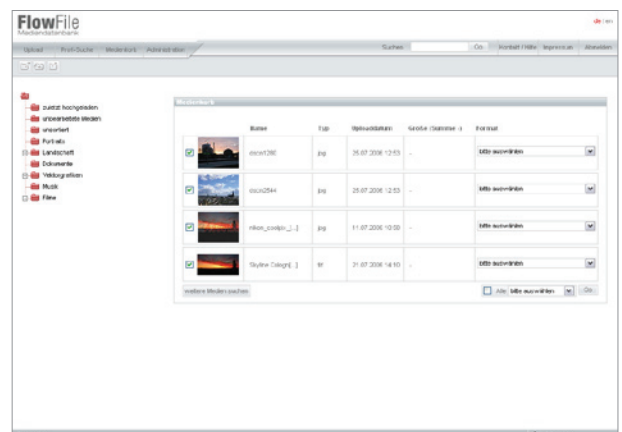
Advanced search: Locating images efficiently



Administration of authorisation levels: All users at a glance



Folder management: Managing categories efficiently



Media Basket: Format selection and direct storage

FAX: +49 (0) 221 - 9227809

Contact data

Last name:

Phone:

First name:

Fax:

Company:

Email:

Address:

Remarks:

Postal code / city:

brandung 

brandung GmbH & Co. KG · Hansaring 97 · 50670 Cologne
Germany
phone +49 (0) 221-9227808 · fax +49 (0) 221-9227809
info@agentur-brandung.de · agentur-brandung.de