

Asset Details

Assets contain metadata that help user filter and search for assets. Asset metadata can be exposed on different types of assets in different ways.

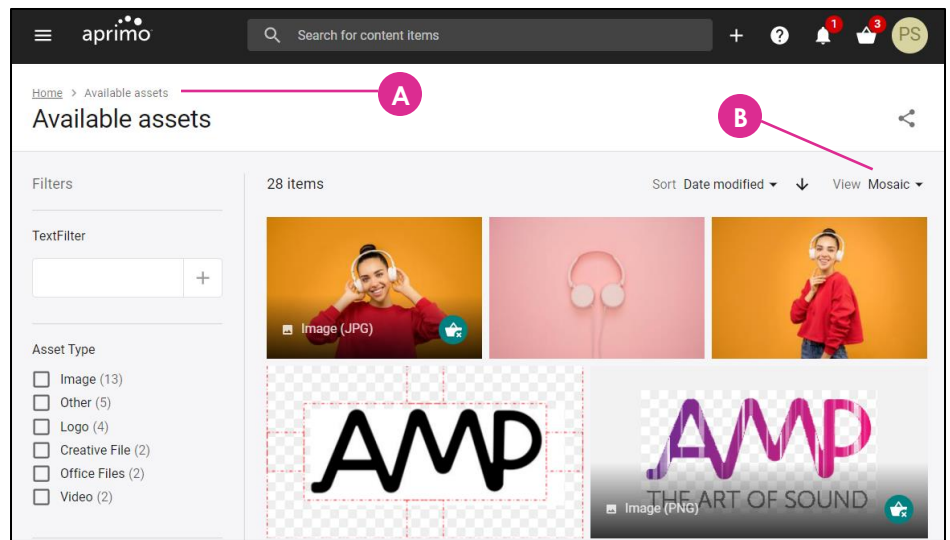


Step 1

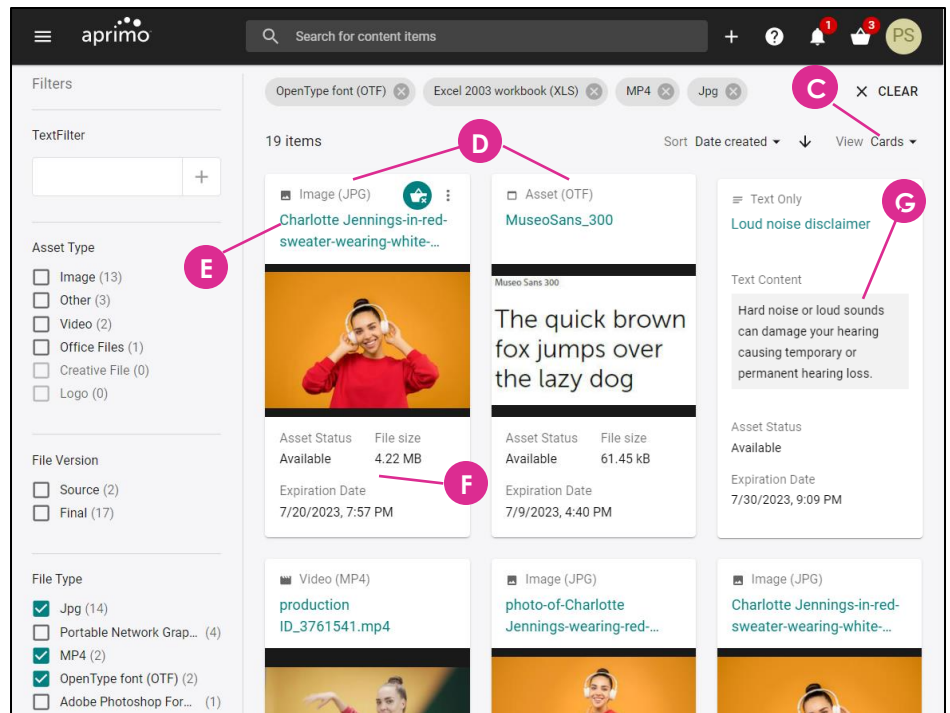
Mosaic vs Cards View

When searching and browsing, assets will be shown with thumbnail and potential subset of data.

- A. Conduct a search using keyword terms or click on a space to navigation to the search results screen
- B. If using Mosaic view of the assets, on search results page you will be seeing only thumbnails representing assets with no data.



- C. Switch the view to Cards view to get information at a glance about the asset in addition to thumbnail.
- D. See Content Type of the asset
- E. Title of the asset is listed below Content Type
- F. Cards View can expose 1 to 4 pieces of data about an asset that is considered most important
- G. For No-File (text only) type of content, instead of thumbnail, DAM will allow to expose text snippet.

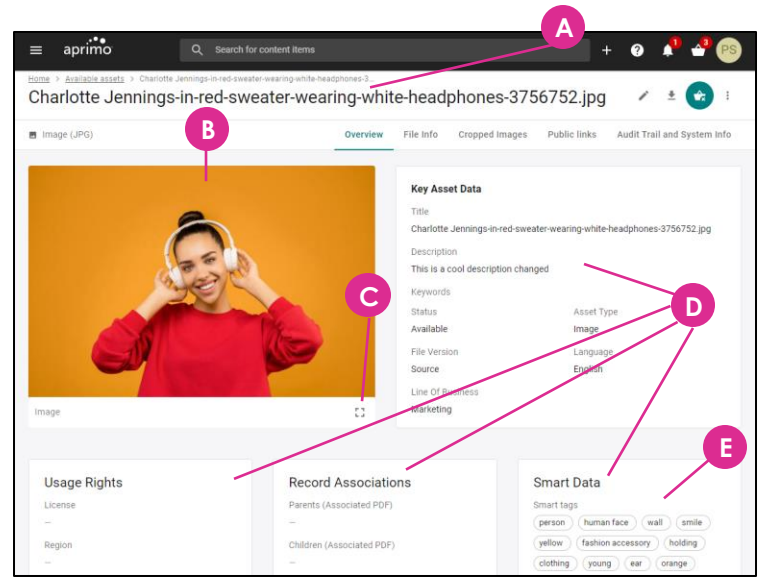


Asset Details

Step 2 Asset Details Page

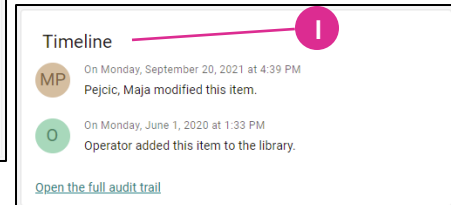
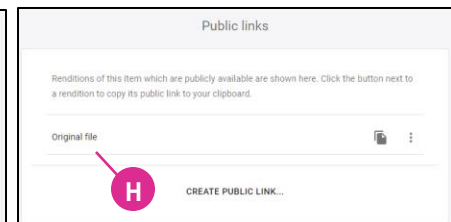
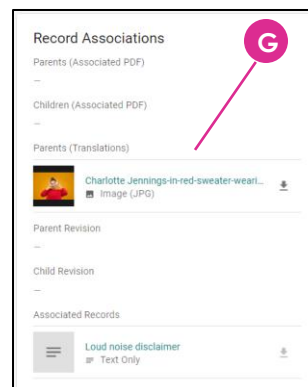
The Asset Details view shows all relevant information of the asset. The layout of details page is configurable per Content Type so you can model different Look and Feel for different assets in DAM. All bellow shown portions of DAM page are optional and would depend on your configuration.

- A. From the search results page, click on an asset to open its Details View.
- B. Asset Preview may be displayed, and it can vary in size. Depending on the type of asset preview will show differently (either be playable for Video or Audio, will show pages for multipage documents, or only image for assets).
- C. Click on the Full screen view icon to view the asset preview in full
- D. The metadata of the asset can be broken out into many different metadata sections that organize information about the asset. DAM support a lot of different metadata types on the assets, so depending on values, data will also be presented appropriately.
- E. DAM can generate Smart Tags and Smart Description based on the file itself and engaging Aprimo AI
- F. Fields can be filled in automatically based on metadata/information found on the file. You can expose file related information to end users.
- G. DAM allows you to create modular content by creating relationships between assets (linking multiple assets together).
- H. You can publish DAM asset (original, a rendition, crop or trim) to Public CDN, which will generate publicly available link to file which you can then use in your Social Posts, Emails, Website etc.
- I. DAM will track and log all changes made to the asset. You can see the audit trail for details.



| Video Information | | | |
|---------------------------|-------------|----------------|-------------------|
| Filename | File size | File type | Dimensions |
| production_ID_3761541.mp4 | 10.71 MB | MP4 | 3840 x 2160 px |
| Aspect Ratio | Duration | Orientation | Width |
| : | 0:00:10.560 | Horizontal | 3,840 |
| Height | Video Codec | Video Bit Rate | Average Framerate |
| 2,160 | h264 | 8,506,470 | 25 |

| File Information | | | |
|-------------------------------------|------------------|-----------|-------------------|
| Filename | File size | File type | Image Height (px) |
| woman-in-red-sweater-wearing-whi... | 4.22 MB | Jpg | 4,912 |
| Image Width (px) | Image Resolution | | |
| 7,360 | 72 | | |

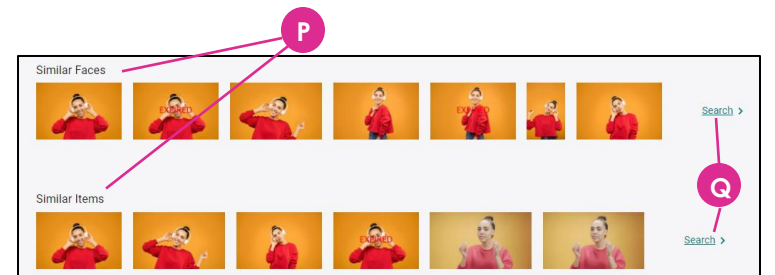
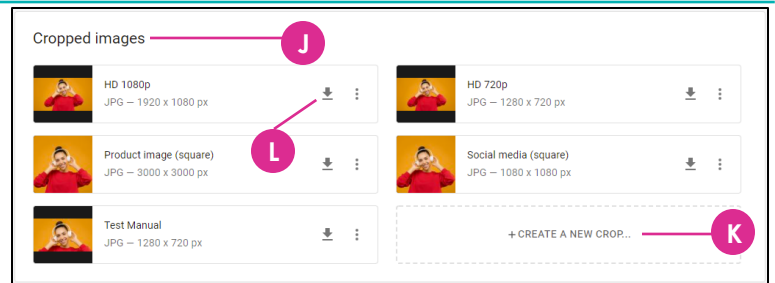


Asset Details

Step 2

Asset Details Page (continued)

- J. For **Image** type of assets, you will be able to configure and see area of the page with Cropped images.
- K. DAM will allow users to create crops based on preset crop dimension. You can also have rules configured in the system to automatically create Cropped images based on presets and using AI.
- L. All Cropped images will be saved against the asset and other users will be able to download them directly from asset page.
- M. For **Video** type of assets, users will be able to create and view Trimmed videos in DAM
- N. Users can create new video trims and save them against the asset or download them (creating a trim for one time use only without saving)
- O. Saved trims will be available for other users to download directly.
- P. On the asset details page, you can also see visually similar assets and assets with similar faces.
- Q. Number of similar items shown on the page is limited to fit the page width. You can use "Search" links to see complete search results page with similar items or items with similar faces.

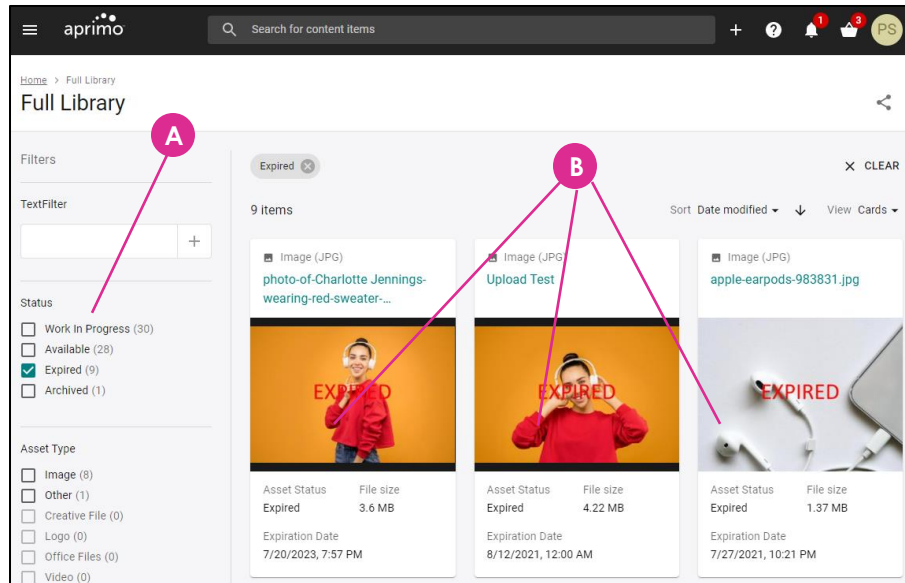


Asset Details

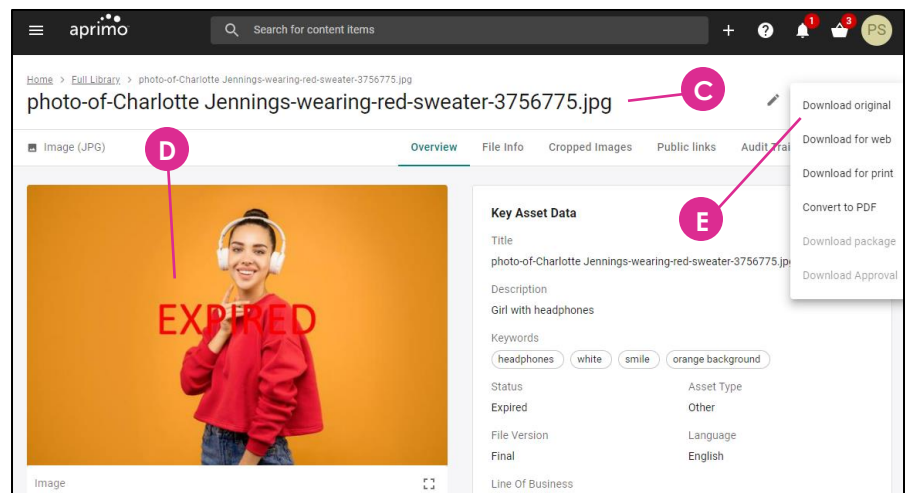
Step 3 Watermarks

Watermarks can be applied to assets based on predetermined rules. Watermarks help users visually recognize assets that are considered special (atypical) – in this example assets in Expired state.

- A. Within a space, filter for Expired assets
- B. Thumbnails of assets shown as result are watermarked



- C. Click on the asset to view the Details view
- D. Asset preview displays the watermark
- E. Click on the More options menu and select a download option



- F. The downloaded asset potentially displays the watermark. Note: whether master file on the asset is downloaded with a watermark or not depends on settings in DAM, as well as the file type of the master file on the asset. Files of certain types can be watermarked (image types) while others cannot (indd, ai, psd, mp4 etc).

