



Asset Pro

**A powerful tool
for digital asset
management**

Ideal tool for publishers

AssetPro helps publishers create a library of digital assets. You can throw all your images, stories, graphics, PDFs and pages in the AssetPro database and it will index everything, using its powerful full-text-index and search capability. It will also allow you to provide additional information on the asset - such as the date on which the photo was taken, or its IPTC classification, or the keywords which will help you search this asset and so on.

Integrates with editorial system

AssetPro can take assets straight from your Editorial System automatically. Once integrated, it will pull stories, images and pages from your Editorial System at the appointed time every day. Based on pre-determined criteria, it will index and archive them and make them available for you to search, research and reuse in the future.

On the other hand, Editorial users can pick assets from within the Editorial System by launching (AssetPro's) search engine and including the selected image in their stories or pages.

Powerful search engine

AssetPro incorporates a full-text-index and search engine that ensures that you can get to every asset that conforms to your search criteria. At the same time it helps you narrow your search by letting you specify stricter search conditions. AssetPro allows you to widen or narrow your search patterns at will, so that you can quickly get to what you're looking for.

Captures all information

AssetPro can automatically capture IPTC or ANPA information, if it has been imbedded in the images being indexed in it. It ensures that images coming through wire services are automatically classified.

Good for production, great for library

AssetPro is not just meant for archiving and researching old content, but will be configured for use for live production. For example, you can route all your wire content as well as your new in-house images through AssetPro. This ensures that you manage all your assets through the same visual interface.

Batch archival

To help you build your library, AssetPro can be set up to crawl through CDs, Folders and other storage systems to pull vast amounts of data into its database and help librarians index the content at will. Images, PDF files, Wire content, MS Word documents can all be archived through AssetPro's bulk import capability. Necessary previews are created automatically and all information available within the assets is captured and used for indexing and made available for search.



State-of-the-art database technology

AssetPro uses powerful database index and search capability while minimising your cost of ownership at the same time. A system can be configured to scale to your exact requirements. Anything from a small Wintel server to a cluster of high-end servers can be configured to hold your content. Summit experts will help you choose the right size hardware and software to fit your specific needs and ensure that your repository grows with your requirements.

Made for media

AssetPro has been designed keeping the needs of the media industry in mind. It is not one-product-fit-all-requirements that may land up compromising your needs. If you're a media company, we'll ensure that AssetPro will organise and manage all your digital assets with efficiency and effectiveness that maximises the productivity of your valuable people.

Summit

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