

The Adobe Version Cue® Connector combines the strengths of ADAM and Adobe CS3®, allowing creative users to stay in their own ComfortZone while taking full advantage of ADAM's Digital Asset Management and workflow capabilities.

## Key features:

- ✓ Deliver ADAM-controlled assets directly to Adobe CS3® users
- ✓ Seamless integration, transparent to the end user
- ✓ Custom dialogs to utilize ADAM workflow capability
- ✓ Mac & PC interoperable
- ✓ No additional software or plug-ins needed on user's workstations

Adobe Creative Suite is usually the preferred working environment for designers, editors and publishers. ADAM understands this and created comfort zones, providing a seamless integration of ADAM with market leading applications such as Adobe CS3.

ADAM's Adobe Version Cue® Connector makes it possible to use Adobe Bridge® as a client on ADAM. This means that creative professionals can stay in their Adobe ComfortZone with ADAM's Digital Asset Management functionalities at their fingertips:

- One central media repository, always available
- Controlled metadata management
- Classification management with multiple taxonomies
- Robust security model
- Full text and complex metadata searching
- Workflow management
- Automatic generation of previews, even for file formats not supported by Adobe

From within Adobe Bridge users can view, pick up and save their media assets in ADAM and browse through the same Classification tree structure as set up in the ADAM interface. They can view ADAM metadata in the Bridge Inspector Panel while taking full advantage of ADAM's metadata management capabilities, such as default values, validation rules, asset security and field permissions.

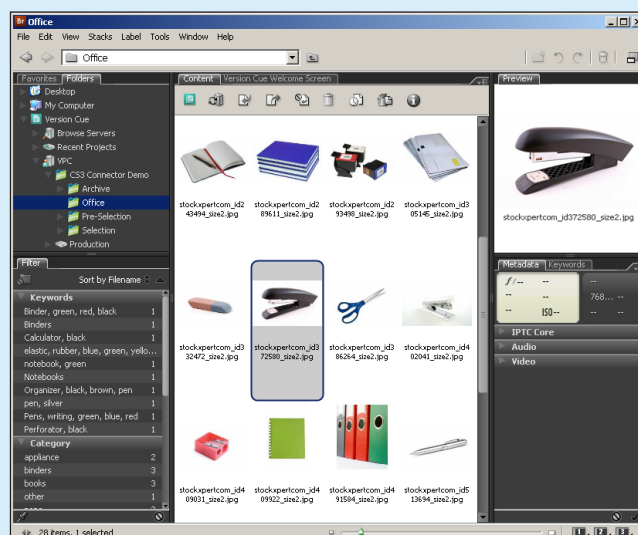
When searching for a specific asset using the ADAM full text search index, users can also filter and sort the displayed media set using ADAM metadata. ADAM also generates the thumbnail images and high quality previews, even for file formats where Adobe does not provide preview functionality, like PowerPoint, Word or Excel.

From within ADAM you can even influence the user menu in Adobe Bridge, allowing users to perform specific actions by right-clicking an asset, for example starting a workflow or catalog the asset in additional classifications

more info available at : [www.adam.be/versioncue](http://www.adam.be/versioncue)

## Adobe Version Cue® Connector in real life , a few scenarios

A **designer**, working in a Mac environment, creates an image in Photoshop and saves it directly into ADAM via Bridge. ADAM automatically extracts any IPTC or EXIF information, color space and raster info, attaches the image to a workflow for review and approval before it is labeled as "Released" and available to editors and publishers.



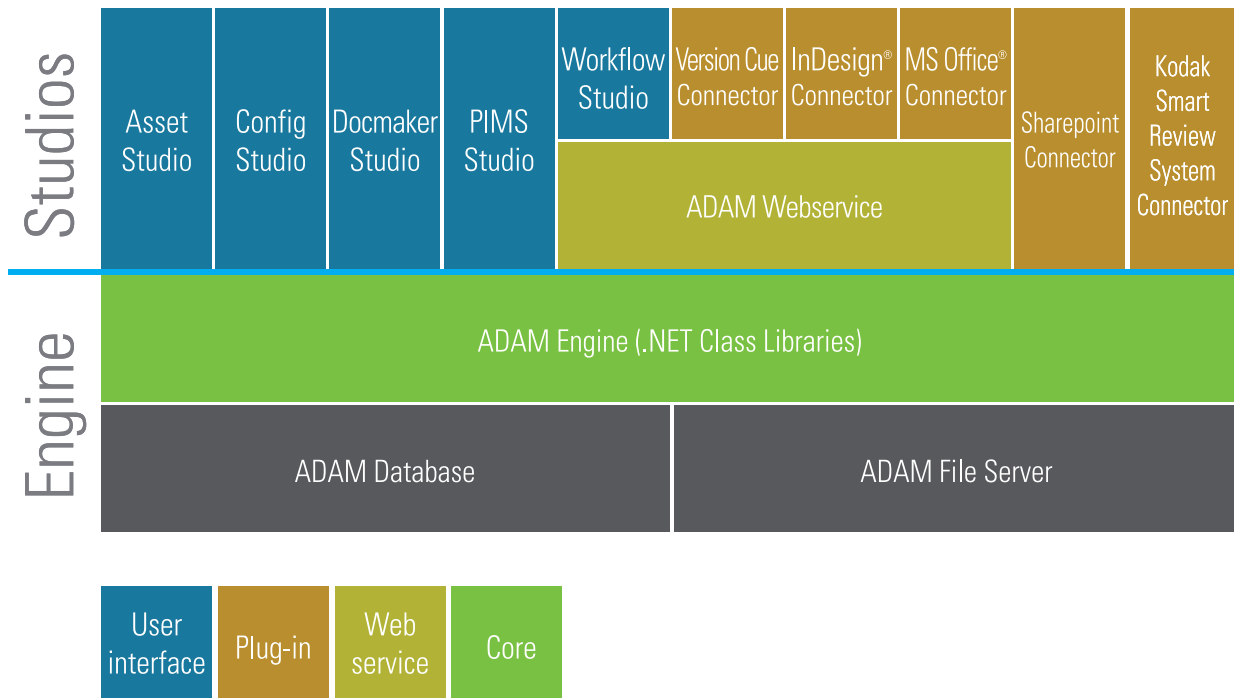
Adobe Bridge as an interface on the assets in ADAM

A **publisher** looks for an image to include into InDesign : he uses the search functionality in Bridge to search the images in ADAM, filters the search results using the ADAM metadata and can easily choose the right image because of the high quality previews that are provided. He can also be sure that all images he finds are suitable for publication because he is only allowed to see images that have been reviewed and approved.

He inserts the image into his InDesign document and saves his document into ADAM. ADAM extracts and full text indexes any textual content and attaches the document to a new workflow to be translated, approved for publication and printed.

The **editor-in-chief** gets an e-mail in his inbox asking him to approve a new document for publication. He clicks the link in the e-mail and is taken directly to the document in ADAM where he can preview the document on his Windows PC and approve or reject the document. ADAM will route the document further through its workflow depending on the decision made.

# ADAM Platform Architecture & Products



**ADAM VersionCue Connector integrates with:**

**ADAM Engine**

- Digital Asset Lifecycle Management
- One central asset repository for publications and contained items
- Version management
- Access control
- Content delivery via download or ftp

**ADAM PIMS Studio**

- Product Information Management System
- Complete product classification, including images, technical info, attributes, assets,...
- Multi-regional, multi-lingual, multi-market, ... product-database
- Mother/child-, brother/sister-links between different products
- Complete SKU-management
- Controlled access to the database by different user-types

**ADAM Workflow Studio**

- Business process management
- ADAM Smart Review System Connector
- Soft proofing on high res publications

**ADAM, your solution for Digital Asset Management**

ADAM is the most flexible and customizable Digital Asset Management system on the market.

The ADAM solution can be divided in 3 main groups:

- Media Management: organizing assets in one controlled digital library
- Production Tools: automate paper publishing needs in a fast and consistent way
- Business Process Control: keep control of digital workflows and assets with tracking technology, dashboard and PIM functionality

**About ADAM Software NV**

ADAM is a Digital Asset Management company that provides clients the ability to manage, structure and deliver media between people, processes and systems.

Our software has an intelligent open architecture that provides the ability to customize and continuously develop new applications using our ADAM SDK.

We understand our clients needs to share and collaborate, automate mundane tasks and control quality.

We are passionate in providing our clients with intuitive and easy to use software to help them organise media and distribute assets as quickly as possible.

We have the knowledge of the way the media supply chain works, its people, the workflow and the common goal to publish and distribute quality content.