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infinite imaging™platform

Leading dynamic image solution for web and print

Companies spend millions of dollars each year to photograph, edit, enhance, manage and distribute images to sell and market their products. Multiple groups within and outside an organization need access to the same images for different purposes, and managed improperly, this can create excessive costs, inefficient workflows and uncontrollable proliferation of image derivatives. As a result, the right image is often not in the right place, at the right time - decreasing odds of success.
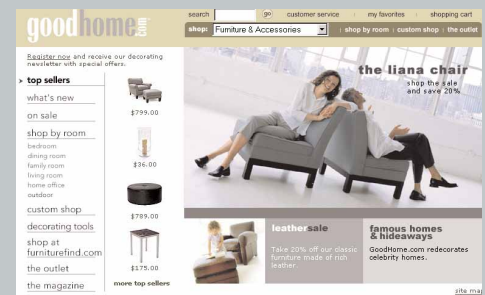
The advent of the Internet as a powerful sales and marketing vehicle has compounded this challenge, as the typical company now must capture, manage and publish an even greater number of images for this unique channel. Moreover, successful web commerce demands a highly visual, information-rich and interactive presentation to engage potential customers and drive conversion. In a May 2002 AMR Research report Pete Abell stated, "Unless they take a new approach, retail and consumer goods companies will either deploy incomplete sites or spend between $20B to $30B annually to post their products on the Web or other media." **

Increase sales and marketing effectiveness

Automate image management, generation and publishing

Leverage image assets across media

Scene7's Infinite Imaging Platform™ (IIP) offers a new solution. IIP is the industry's first complete platform for dynamic image management, generation and publishing. IIP dynamically generates unlimited image variations from a single master to automatically populate websites - while also dramatically enhancing visual merchandising with capabilities such as zooming, texture rendering, automatic graphic and font generation for enhanced messaging, layering of multiple images, stylized image templates and network editing for perfected presentation. Your internal users, customers, partners and service providers can all access and dynamically generate the perfect images to meet their specific web or offline needs.

No other solution is as powerful for enhancing visual product presentation, automating manual tasks and improving productivity. The results are three-fold:

Increase Sales and Marketing Effectiveness
- Dramatically enhance visual merchandising and messaging
- Display all products on demand - all available options, surfaces, fabrics & details
- Increase customer purchase confidence to drive sales across all channels

Automate Image Management, Generation and Publishing
- Slash number of images and streamline image management
- Automate image generation and delivery (e.g., web, portals, dealers, etc.)
- Reduce manual labor, photography and time

Leverage Image Assets across Media
- Use single master images across web, print and devices
- Easily find, transform and re-use images across your enterprise
- Make 'quality first impression' on web and ensure consistent cross channel branding

Source: **AMR Research Report: Retail Consumer Goods Operational Costs To Soar Without Brand Asset Management, May 2002, by Pete Abell

Industry solutions:
- Business-to-business
- Business-to-consumer
- Media/entertainment
- eLearning
- eGovernment
- Pre-press/photo studios
- Advertising agencies
- Content management/ digital asset management
- Real estate
- Medical imaging

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The key components of the Infinite Imaging Platform are the Image Production System (managing, enhancing, publishing, and batch pre-generation of image variations) and the Infinite Imaging Server (serving and rendering images).

Image Production System (IPS)

The Scene7 Image Production System (IPS) is a powerful management and publishing system. It provides a simple, secure, browser-based image repository that lets users upload, organize, search, transform, and preview results.
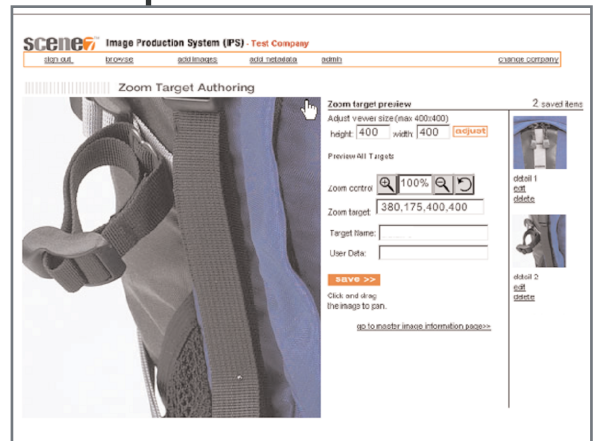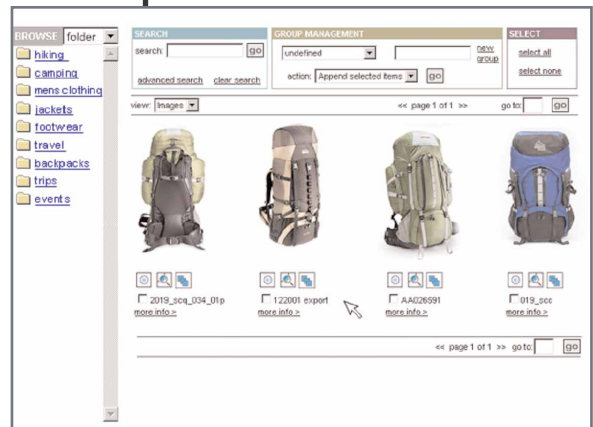
With IPS, you can pre-generate new image derivatives for offline use in any media or create and publish master images and business rules to any Scene7 Image Server for web serving.

This web-based client/server "dashboard" is easy to use, whether you are a non-technical graphic artist or a technical IT expert. It is the ideal solution for centralizing and controlling image access to all content users: business managers, creative personnel, IT, and partners.

Key Features

· **Bulk import** of master images, automatically associating folder hierarchies & image metadata

· **Customization of metadata fields** to extend existing image data

· **Search & browse** features for images using folder system or advanced keyword search

· **"Network editing"** to fine-tune images or areas of an image-mask, color-correct, colorize masked areas, add drop-shadows or highlights, brighten, sharpen, flip, and rotate images

· **Import Photoshop files** (PSD), including all layers, for automatic templating and further edits

· **Create dynamic templates** for groups of images--add banners, borders, and data-driven text

· **Set image "targets"** to spin or zoom on image details

· **One-time authoring** to add image intelligence (perspective, lighting, reflections) using included authoring client

· **Preview all templates**, targets, and edits before publishing

· **Batch pre-generate** and save derivatives to disk for print or other purposes

· **Incremental publishing** using log files to notify your webmaster of all events

· **Seamless integration** with legacy DAMS/CMS systems via API and SOAP/XML

· **Access control** with secure administration, user rights, and security features

· **Dynamic text generation**, accepts any TrueType font

· **Apply watermarking** for image security (print or web)

Streamline your image production workflow

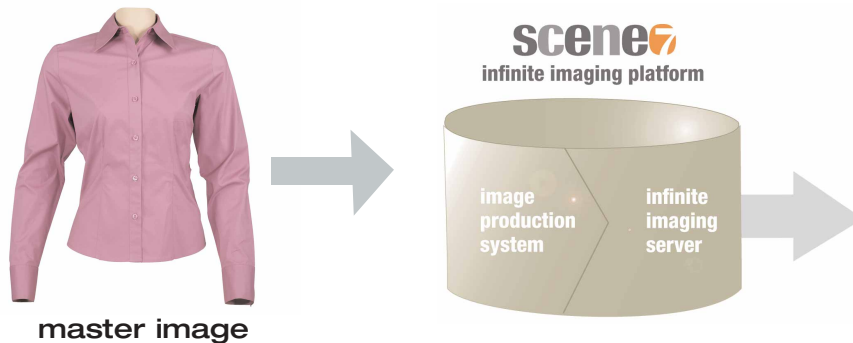**Output for web or print:**
· websites & intranets
· marketing materials
· catalogs
· kiosks
· advertisements
· partner extranets

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Infinite Imaging Server (IS)

Images and associated rules created in IPS can be published to any Scene7 Infinite Image Server for "real-time" web serving of dynamic images to live websites. IS offers "on-the-fly" image creation and its one-of-kind ability to render, contour, and layer images-all from a single master image and a single URL command.

Dynamic image serving eliminates manual web production work, increases performance, and provides hyper-detailed product images. With IS, you can issue a single request to resize, crop, layer, colorize, spin (360 degrees), zoom, and composite images with text, graphics, and other images. Your online customers can finally "personalize" their product selections.

master image

scene7
infinite imaging platform

image production system → infinite imaging server

Rendering

$24.95

Templating

SAVE 20%

Compositing

Resizing & Zooming

Key Features
· **Automatic generation** of "virtual images" in any crop, size, or resolution
· **Best-in-class viewing:** dynamic zoom, pan, spin, magnify, and zoom targets
· **Layering of images, text, and graphics** in a pre-set template or as a composite
· **Rendering** of any texture, material, or finish in real time, in photo quality
· **Realistic compositing or contouring** of text, graphics, or images
· **Rendering of any photo,** from single product shots to complex room scenes
· **Separate image serving from web-page serving** to optimize performance
· **Simple "black box" implementation** activated by simple URL calls
· **Highest performance** with the lowest hardware investment
· **Caching of frequently-accessed images** for further efficiency
· **HTML or JAVA viewing; no plug-ins required**

Supported Platforms

Infinite Imaging Server

Software:	Microsoft® Windows 2000 Server with Service Pack 2 and Microsoft IIS 5.0; IBM AIX v5.1 or higher; Solaris 8 Server; Java Application Server required (Recommended: IBM WebSphere Application Server v4.0 or higher); and SNMP
Supported Hardware:	Compatible Intel-based systems; IBM eServer pSeries; IBM eServer xSeries
Client OS/Browser:	Microsoft® Windows® 98 or higher; Macintosh® OS 9.0 or higher; Internet Explorer 5.0 or higher, Netscape 6.2 or higher, AOL 5.0 or higher; Java-enabled browser

Image Production System

Software:	Microsoft® Windows 2000 Server with Service Pack 2, or Windows 2000Pro, or Windows XP Pro; IBM DB2 v7.0 or later, or SQL Server 2000 with Service Pack 2; Java Application Server required (Recommended: IBM WebSphere Application Server v4.0 or higher, or Apache Tomcat 4.06 or higher); and SNMP
Supported hardware:	Compatible Intel-based systems; IBM eServer xSeries
Client OS/Browser:	Microsoft® Windows 98 or higher with JRE version 1.3.1_03 or higher, Internet Explorer 5.0 or higher; Macintosh® OS 9.0 or higher with Java MRJ 2.2.4 or higher, Macintosh OS X (includes J2SE 1.3).
Packaging	License for internal use or use via hosted partners.

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