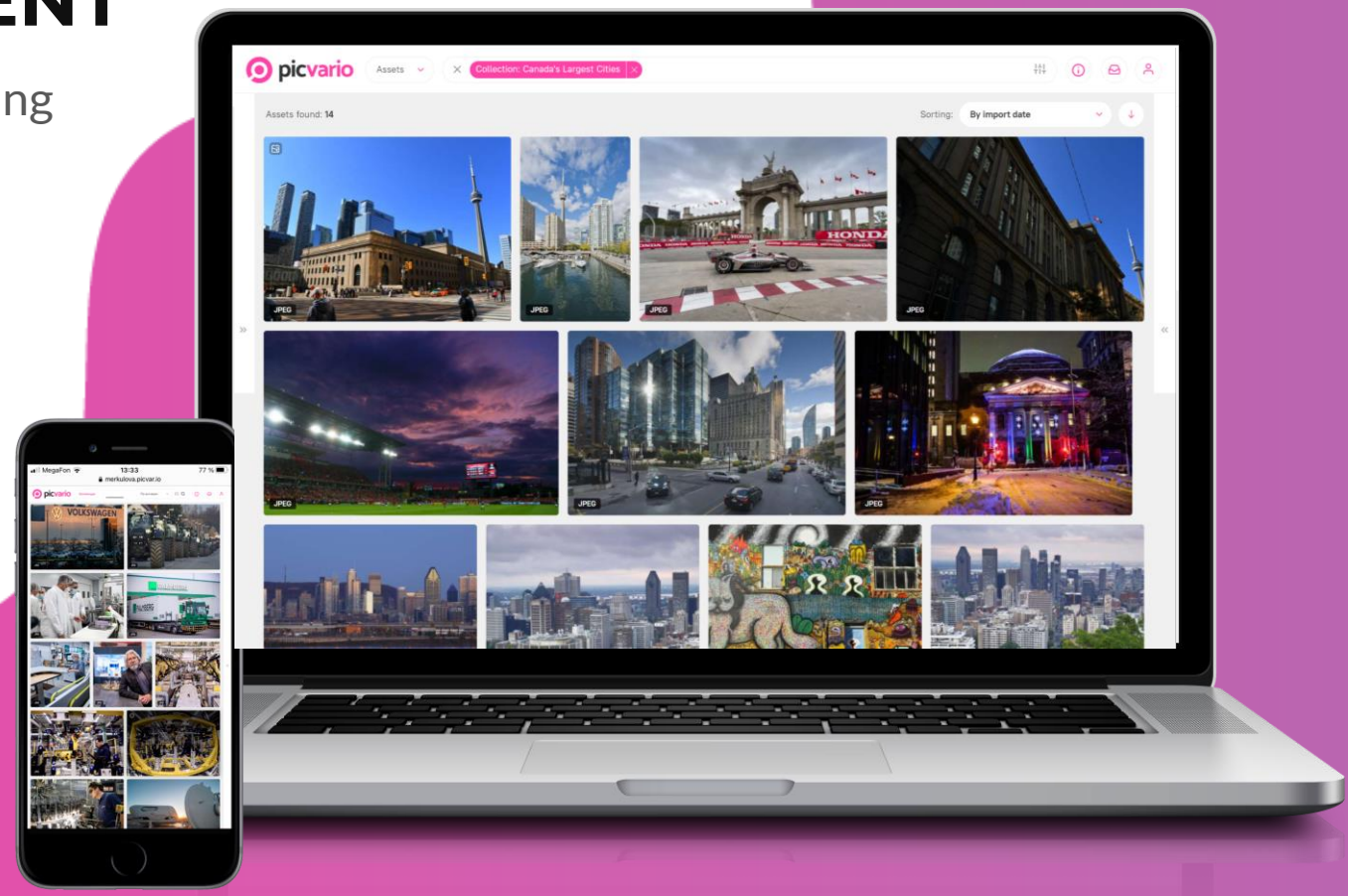
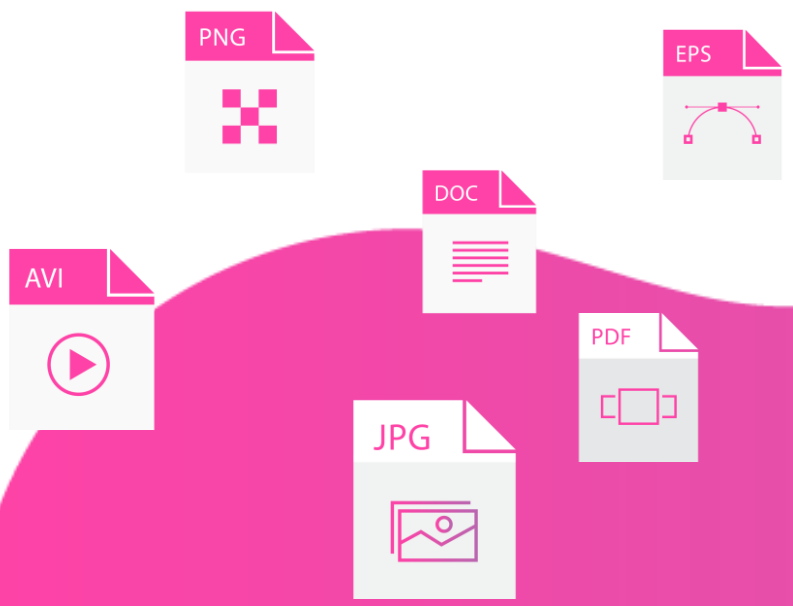
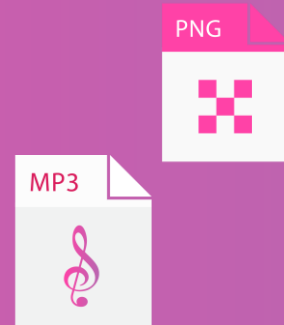




DIGITAL ASSET MANAGEMENT

Picvario is a corporate platform for storing, searching and managing media assets



DIGITAL ASSET MANAGEMENT

DAM – modern software for workflow optimization of visual content. Digital asset management systems allow centralising, systematising, searching and sharing all types of digital multimedia files (images, video, audio, etc.).

The system can be deployed as a cloud version and on the customer's servers (SaaS or On-Premise).

DAM FEATURES



Instantly find the content you want among millions of files



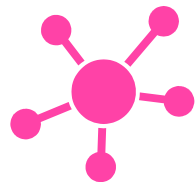
Secure and centralized storage of media files



Access to data from anywhere in the world



Control access by managing user rights



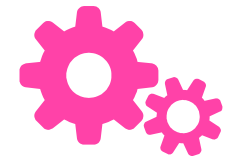
Systematize assets by creating collections



Enriched descriptions based on artificial intelligence technology



Monetize and distribute your assets worldwide to generate income

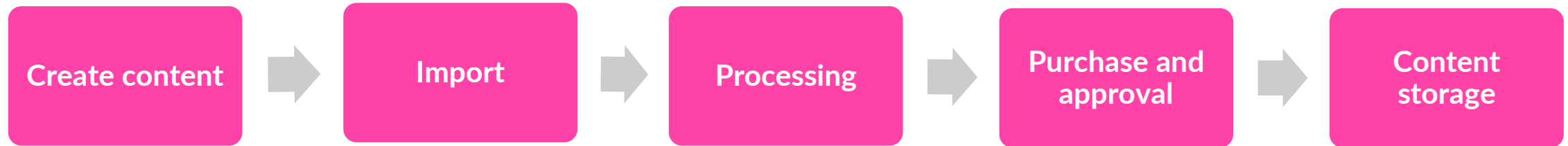


Integrate your media library into IT solutions

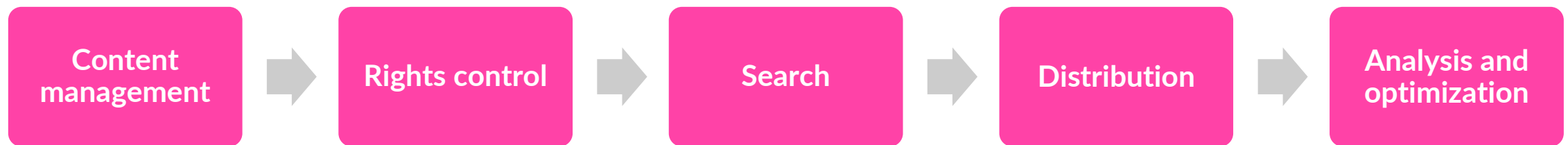
DAM OPTIMIZES MEDIA HANDLING PROCESSES



Picvario optimizes company processes at every stage of the media lifecycle: from uploading and backing up to distributing media to external sources, while analyzing content usage.



Media Lifecycle



DAM: LIFECYCLE OF MEDIA ASSETS

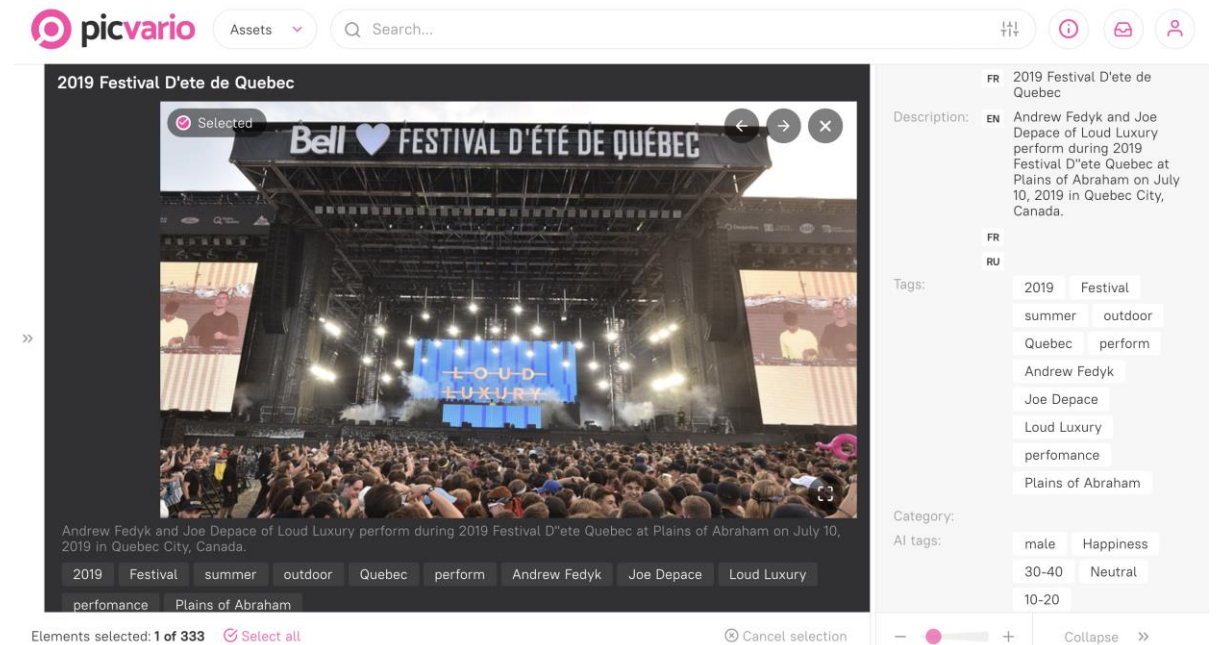


IMPORT

- ✓ Uploading via web-interface
- ✓ Connection via FTP protocol
- ✓ Synchronization with one or more S3-storages, Google Drive, OneDrive, DropBox
- ✓ Asset upload in real-time

PROCESSING

- ✓ Checking for duplicates
- ✓ Generation of previews and proxy versions
- ✓ Reading raw metadata
- ✓ Property templates: pre-set data sets can be applied to the assets being uploaded.
- ✓ Metadata enrichment with the help of artificial intelligence systems (already implemented: face, emotion, age recognition systems, autotagging and automatic translation of metadata)
- ✓ Set-up Alt-text properties



DAM: LIFECYCLE OF MEDIA ASSETS

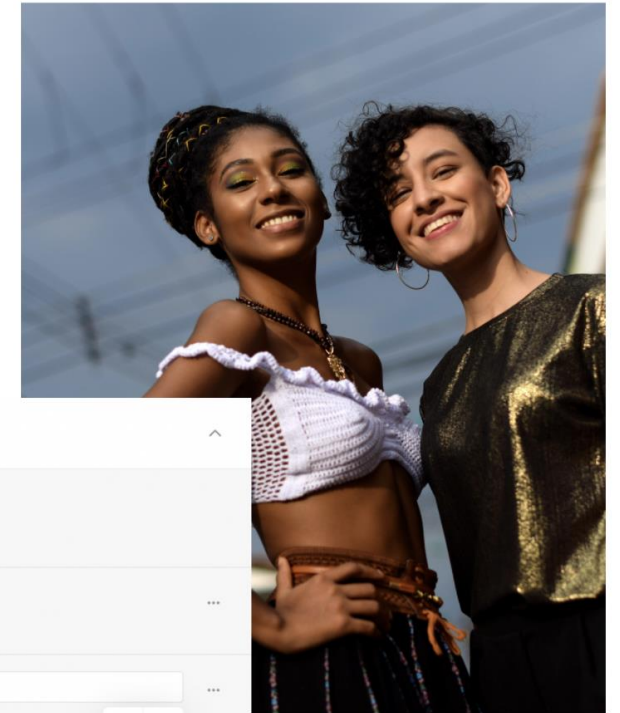


PURCHASE AND APPROVAL

- ✓ Comments
- ✓ Department approvals to view, edit and export content within the platform
- ✓ Licensing of files
- ✓ Removing or blocking unapproved content

CONTENT STORAGE

- ✓ Flexibility in choosing storage location
- ✓ Backups
- ✓ All major file formats are supported: photos, video, audio, PDF, and MS Office documents
- ✓ No content duplication even if assets belong to different content groups



DAM: LIFECYCLE OF MEDIA ASSETS



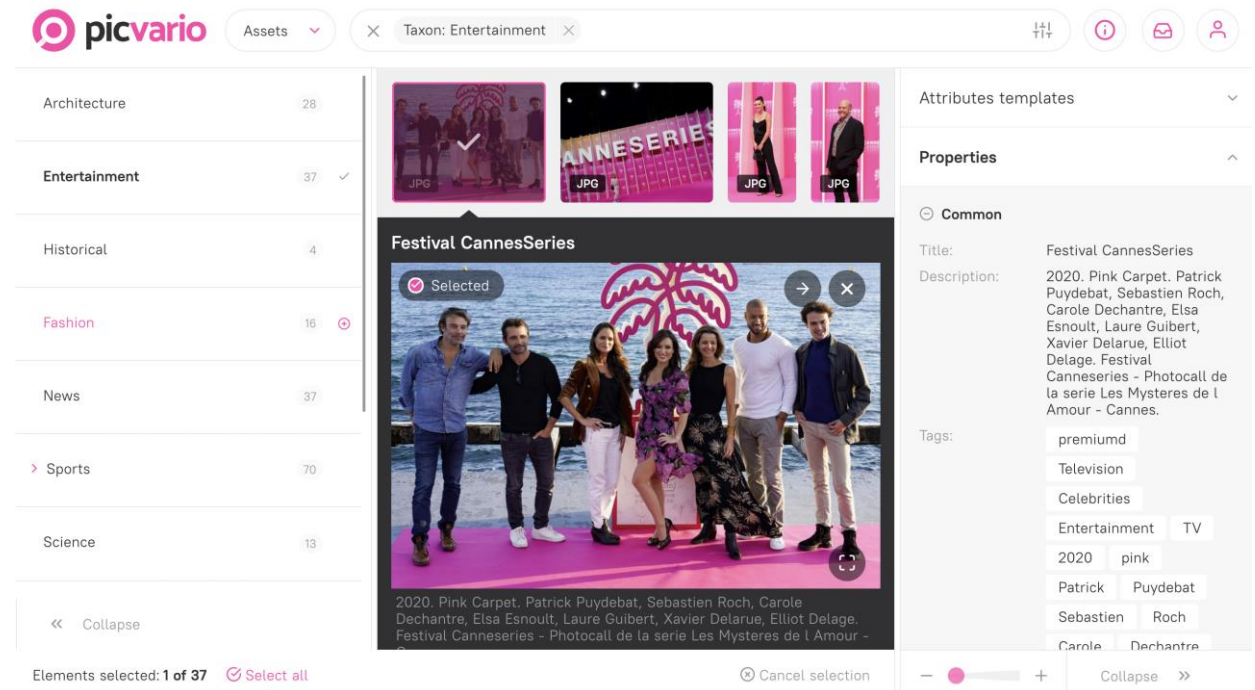
CONTENT MANAGEMENT

- ✓ Content organization: Hierarchical taxonomy and collections. Collections and taxonomies allow you to group media files, regardless of file type, size or category
- ✓ Editing and enriching metadata
- ✓ Customized website for easier navigation

RIGHTS CONTROL

System administrator can grant permission to users, users groups or organizations to view, edit, delete, import/export and create workflows. User rights can be configured to apply to the entire media base or to any part of it – collections, taxon, tag or person.

Set up watermarks for specific users or groups/ organizations.



DAM: LIFECYCLE OF MEDIA ASSETS

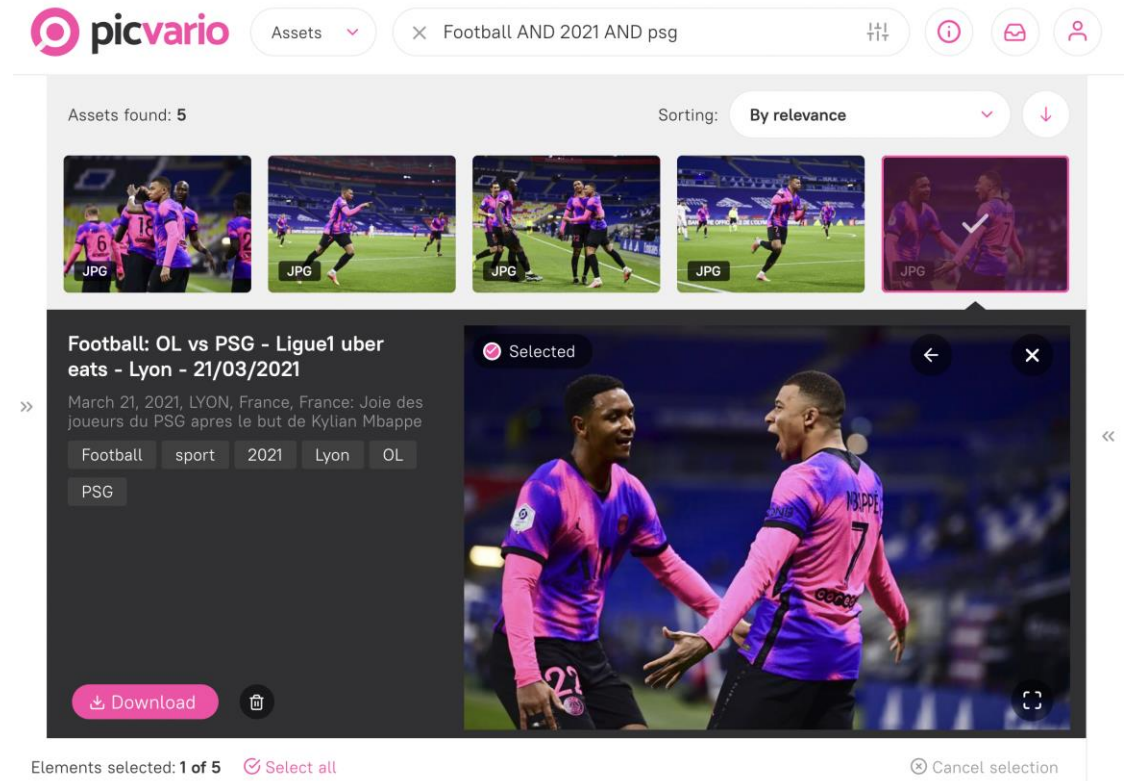


SEARCH

- ✓ Elastic Search - a powerful search function. Finds files by browsing asset metadata, tags, and collections; search inquiries consider relevance and wording
- ✓ Wild-card queries for difficult searches
- ✓ Boolean searches
- ✓ Advanced search filters in combination with taxonomies and orientation

DISTRIBUTION

- ✓ Download previews or original assets depending on access level
- ✓ Generate links to a file or collection
- ✓ Embed images using HTML
- ✓ FTP export
- ✓ API integration with external systems



DAM: LIFECYCLE OF MEDIA ASSETS



ANALYSIS AND OPTIMIZATION OF CONTENT

- ✓ Statistics of export
- ✓ Identify search queries with zero results
- ✓ Optimize media bank structure and metadata based on search query statistics
- ✓ Identification of popular and "dormant" content
- ✓ Collector: automated collection of content from open sources

Export history

Search history... Export date time: 30.09.2022-30.10.2022 User : Lilia Sagitova Filter Reset

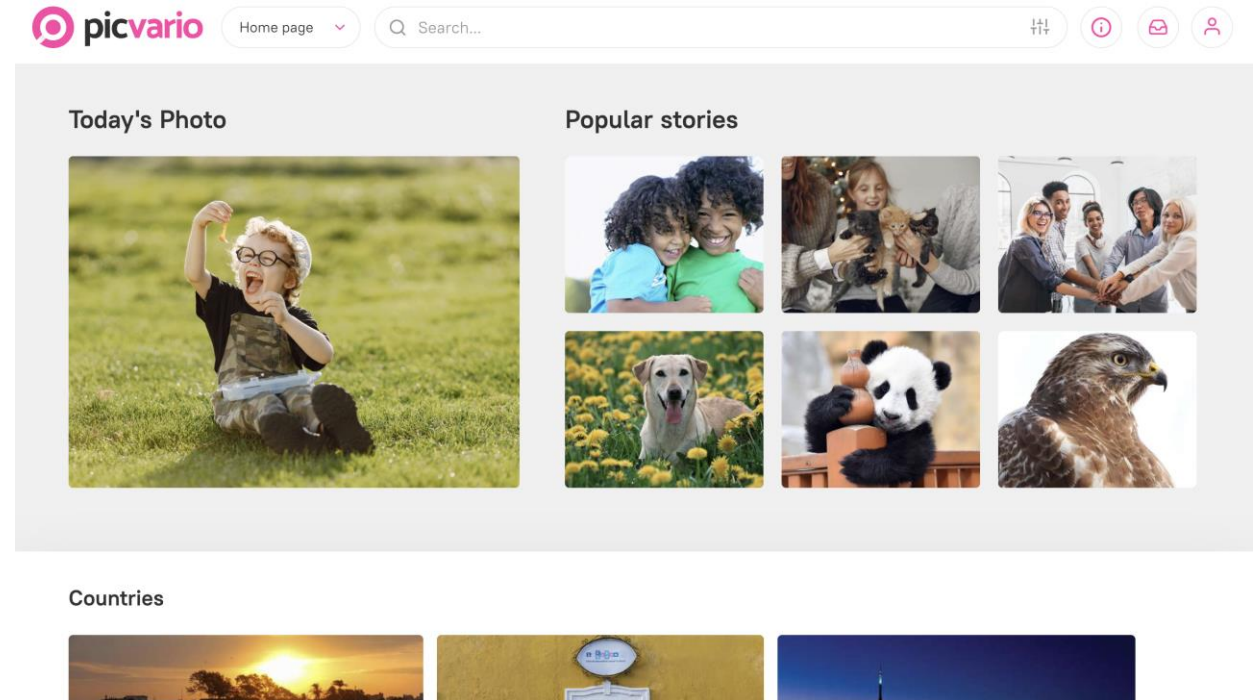
| UUID | EXPORT DATE TIME | USER | ORGANIZATION | EXPORT TYPE | PROXY |
|----------|-------------------|--|--------------|-------------|----------|
| PCVR-326 | 30.10.2022, 20:04 | Lilia Sagitova lilia.sagitova@picvario... | Picvario | Downloading | Original |
| PCVR-395 | 30.10.2022, 20:04 | Lilia Sagitova lilia.sagitova@picvario... | Picvario | Downloading | Original |
| PCVR-324 | 30.10.2022, 20:04 | Lilia Sagitova lilia.sagitova@picvario... | Picvario | Downloading | Original |
| PCVR-327 | 30.10.2022, 20:04 | Lilia Sagitova lilia.sagitova@picvario... | Picvario | Downloading | Original |
| PCVR-323 | 30.10.2022, 20:04 | Lilia Sagitova lilia.sagitova@picvario... | Picvario | Downloading | Original |
| PCVR-331 | 30.10.2022, 20:04 | Lilia Sagitova lilia.sagitova@picvario... | Picvario | Downloading | Original |

Assets found: 9

SYSTEM CONFIGURATION



- ✓ Customization of metadata fields as requested and required by the customer
- ✓ All reconciliation processes, taxonomy, lists, etc. are customizable
- ✓ White Label. The system mimics your brand identity. It is possible to add your own domain, logo, customize headers and branded interface colors
- ✓ Authentication via Microsoft corporate accounts (AD, ADFS), Google G Suite, Open ID
- ✓ API protocol for integrations with existing IT integrations



SYSTEM FUNCTIONALITY



Smart Search

Accurate search of the required files using metadata and data obtained by AI.

Support for various formats

Picvario supports the main file formats for images, video, audio, and documents.

White Label

Picvario can be customized to suit your brand. Add your own logo, personalize headers, and brand colors.

User rights management

The system administrator can grant rights to users and groups to view, edit, delete, import/export, and access workflows. User rights can be configured for the entire media database or any parts of it.

Customization

Picvario can be customized: metadata fields can be configured upon request and based on the customer's needs.

Generation of proxy versions

When importing, the Picvario system generates proxy versions (small copies of files) and supports file previews. This allows you to view photos, illustrations, videos, and PDF documents without downloading them to your computer.

AD Authentication

Active Directory integration ensures that your employees will have the right access to Picvario.

Face recognition

The face recognition module saves time and resources. The administrator can view recognized faces, assign names to them, and fix system errors common for the algorithms.

Property templates

Property templates can be used to automate asset metadata population. They are predefined datasets that can be applied to downloaded assets. Templates can be applied in bulk to an infinite number of assets.

DAM SAVES

50%

Money

Up to 50% of your photo and video production budgets by reusing content that will never be lost

30%

Working time

Up to 30% of the working time that your employees spend looking for media files

25%

Time spent on routine tasks

Up to 25% of time spent on file descriptions. Thanks to the implementation of artificial intelligence systems

DAM USED BY...



Industrial enterprises



Educational institutions



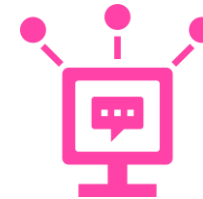
Government agencies
and NGOs



Sports organizations



Museums and cultural
institutions



Media



**Please contact us if you have any questions.
We are always open to communication and
ready to provide you demo access to the
system.**

<https://picvario.com>

info@picvario.com

+1 (416) 704-07-79

