

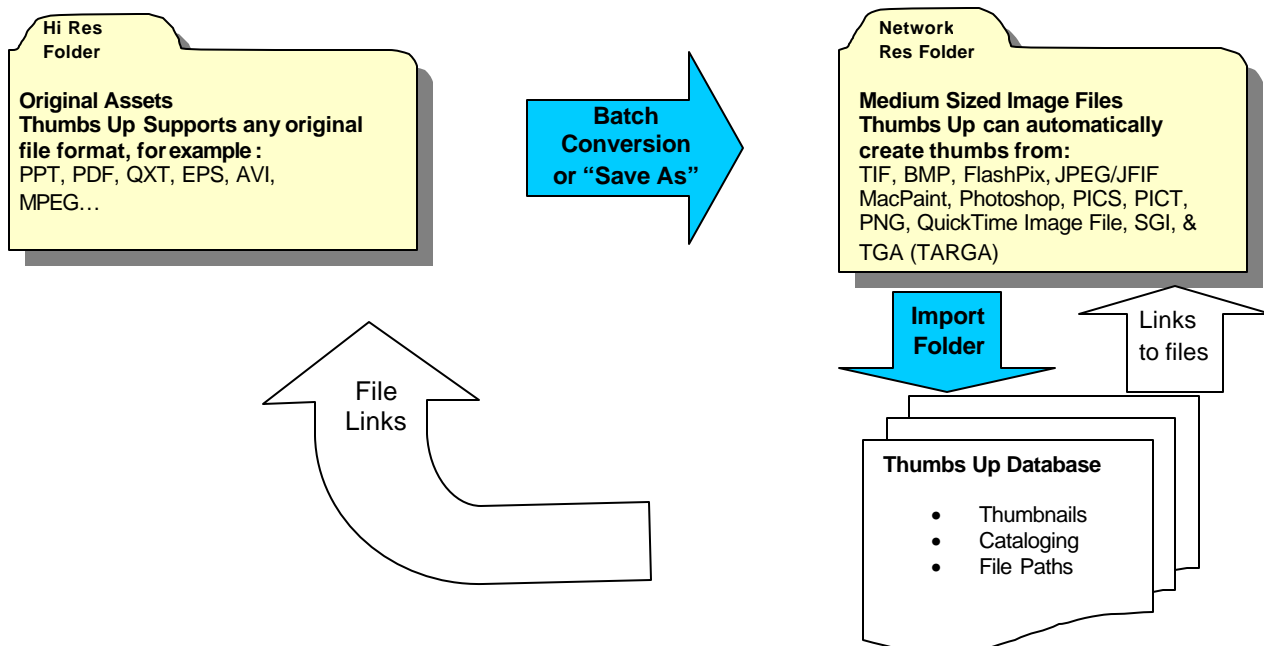
Managing proprietary format digital assets with Thumbs Up

Thumbs Up effectively manages every type of digital file format from sounds to photographs, from presentations to original CAD designs, from movies to publishing layouts. Thumbs Up automatically creates thumbnails and records for open standard image formats such as JPEG, TIFF & GIF. In the case of proprietary file formats such as MS PowerPoint™, Adobe's PDF™ or Quark's Quark XPress™, or non-image files such as sound files, Thumbs Up can automatically create records for each asset which you can then catalog and quickly find using Thumbs Up's powerful tools and architecture. This enables you to find these assets and launch them in their native application with the click of your mouse. An even better solution for managing proprietary format files, such as Quark, PDF or MS PowerPoint, within Thumbs Up is to create a medium resolution TIFF, JPEG or GIF representation of each file that can be immediately accessed through Thumbs Up. You can easily create standard image file formats from your proprietary files using either a batch image conversion program or the Save As or Export tools within each of the programs. Note: While some Digital Asset Management applications will automatically pull in the thumbnail that is associated with many proprietary applications, this thumbnail rarely provides enough information to catalog or truly review the asset. That is why we recommend creating a standard JPEG, TIFF or GIF file, which is typically smaller than the native file and provides much easier access for a wide variety of users.

Using Thumbs Up with open standard image format files has significant advantages.

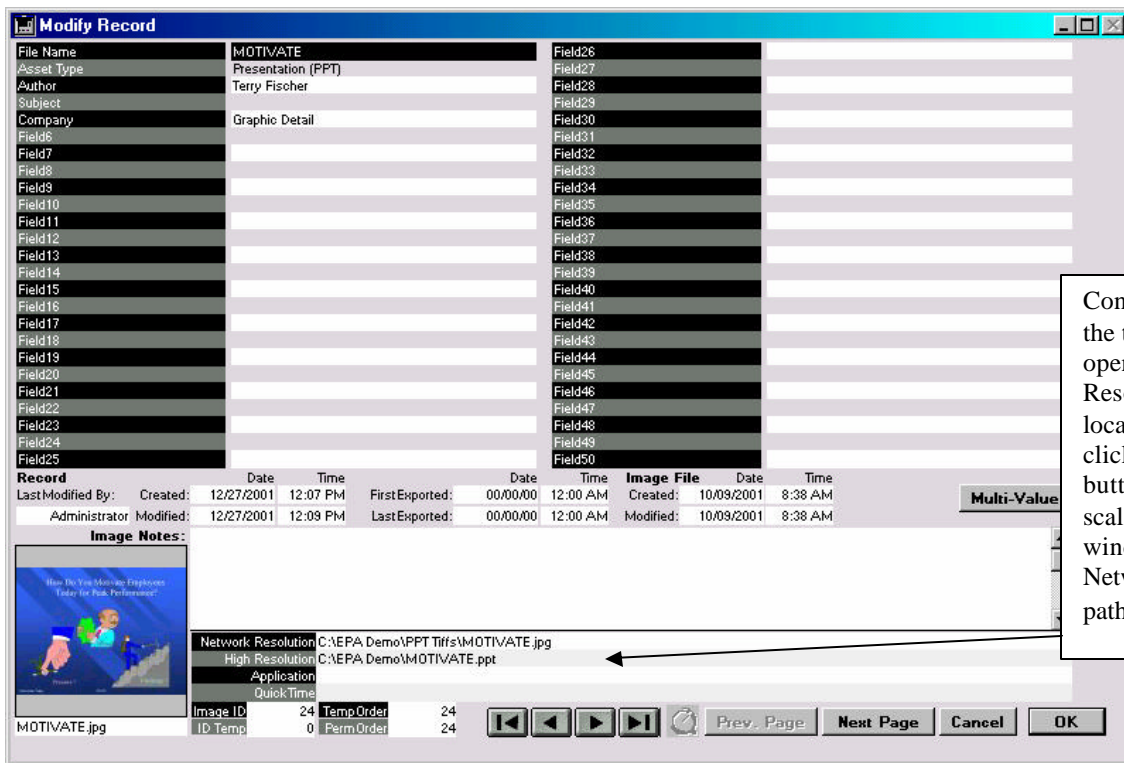
- This lets everyone with a copy of Thumbs Up Client access and view all assets in the database even when they do not have a copy of the software that created the original file. This is particularly important when thumbnails do not contain enough information to make appropriate decisions. Users can also make a proof print of the asset even though they do not have the original application that created the asset on their computer.
- These smaller files travel faster over the network, display faster on the computer screen and require less bandwidth on already choked corporate Intranets.
- The original assets, which can be quite large (file sizes), do not have to be stored online, saving valuable disk space and backup time.
- You can instantly access an image with enough information for decision making..
- You can avoid significant licensing costs since viewers no longer have to license copy of the native application. These savings alone can justify the cost of Thumbs Up and your cataloging activities.
- You still have instant access to the original asset by pressing Control-click, and Thumbs Up will launch the original asset in its native program (if the program is available on the client computer).

Cataloging proprietary image formats with Thumbs Up



To manage proprietary files such as MS PowerPoint, PDF or Quark files in Thumbs Up.

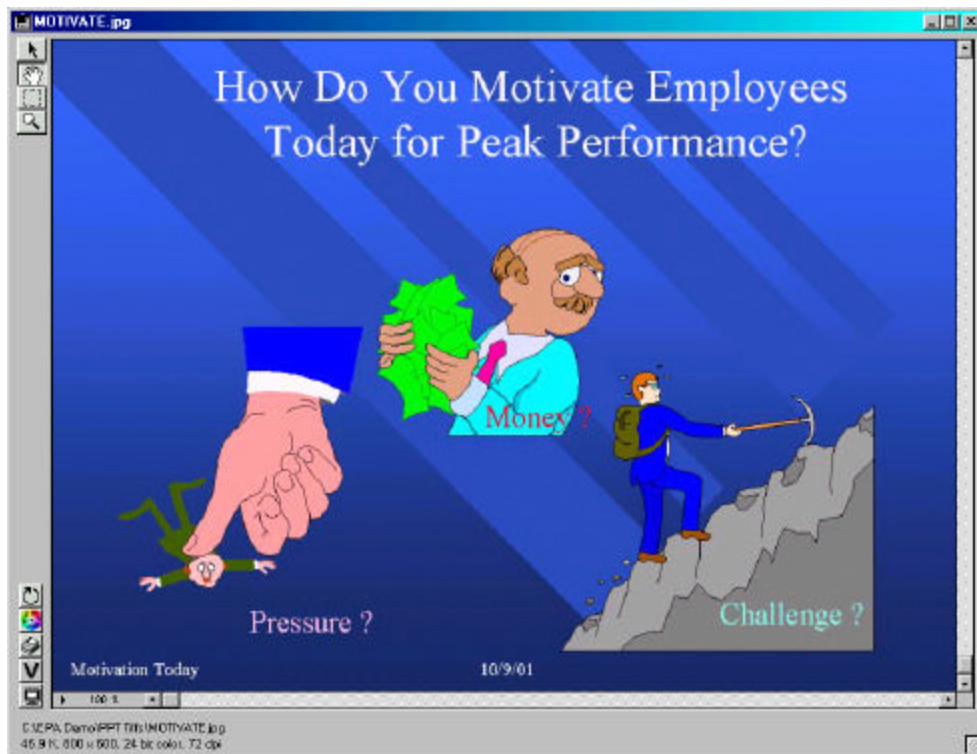
- Use a file format conversion software package or the Save As or Export features in the native application to create a medium resolution JPEG, TIFF or GIF file (70k-500k). Save them into a “Network Resolution” Folder. Move the original asset to the Hi Resolution folder. If you have a large number of these files, use one of the commercially available batch file converters. Be sure to use the same base file name so that you can take advantage of the automation tools in Thumbs Up.
- Use the Import Folder or Import Folder with Template command in Thumbs Up to import the Network Resolution files (converted JPEG or TIFF typically) into the Thumbs Up database. This will automatically:
 - Create a new record for each file
 - Generate a thumbnail and store it in the Thumbs Up database (for image-based files)
 - Store the file path of the smaller image file in the Network Resolution Field in Thumbs Up
 - Write the file name into Field 1 of the Thumbs Up Database
 - Provide instant access to the Network Resolution file by double-clicking on the thumbnail image.
- Use the AutoAttach HiRes Files command to “attach” the original assets in the Hi Res folder. Since the file names are the same, Thumbs Up will automatically attach the path of the original asset to each record when you add the correct file extension, such as .PPT to the import dialog. *Note:* You can manually attach a Hi Res file path by selecting that field with your mouse and using the folder dialog that appears to navigate to the appropriate file.



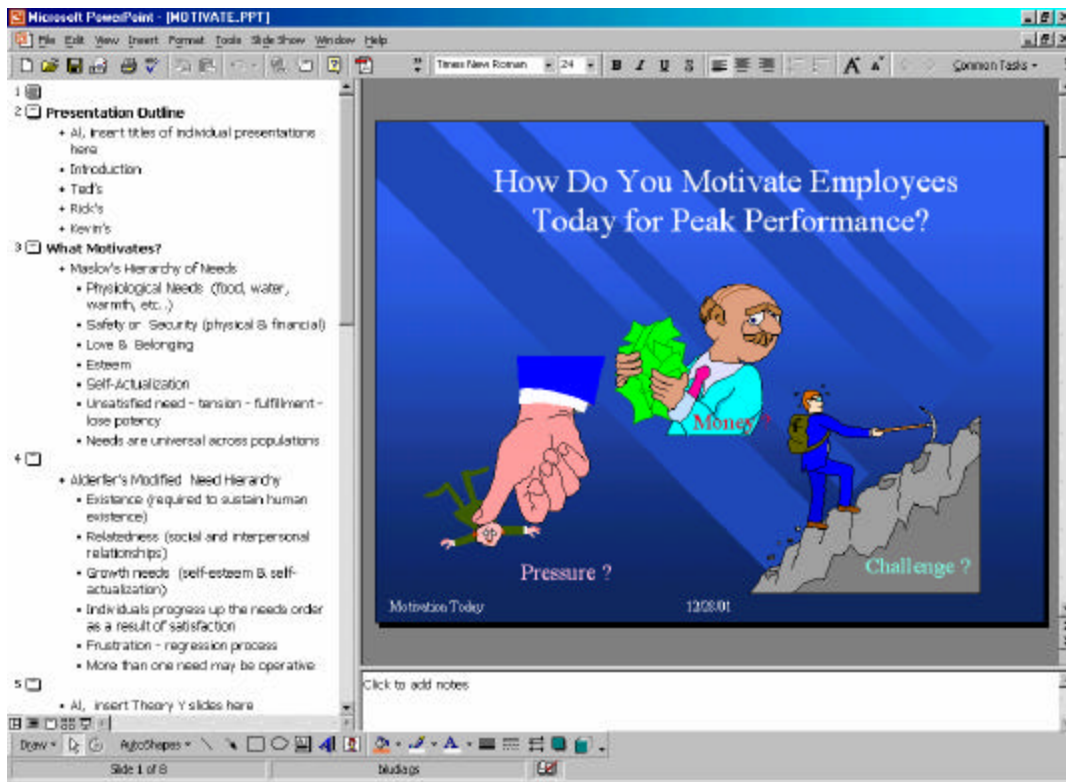
Control-clicking on the thumbnail will open the file at the Hi Resolution Path location. Double-clicking the left mouse button will open the scalable TU image window containing the Network Resolution path file.

Double-click on any thumbnail to display the Network Resolution file and control-click on any thumbnail to launch the native file application and open the original asset. The following screen shots depict the results that you will get by launching the files at each of these paths.

Double-Click to display the scalable Thumbs Up Image Window based on the Network Resolution file path.



Control-Click to launch the original asset located at the Hi Resolution file path in its native application automatically from within Thumbs Up.



Note: The network resolution file is typically only a fraction of the size of the Hi Resolution file.