

# OPAS-G Content & Media Asset Management

*The Open Content and Media Logistics System*

## Managing content and media efficiently

Manage data so that it can be located easily and delivered quickly - the **OPAS-G** modules for content & media asset management are the best tools for the job. **OPAS-G** includes all the basic functions necessary for the comfortable and efficient management of your content and media asset stocks:

### **OPAS-G.medias: the media-neutral database in the heart of the system**

The **OPAS-G.medias** media-neutral content and media database was developed to manage any kind of digital data, be it images, documents, PDFs, videos, sound files, fonts, Internet objects or color profiles - media-neutral and separated by client.

**OPAS-G.medias** lets you easily search for, assign and deliver data, even if it has already been archived. To minimize search times, there are different display options for search and query, e.g. lists and thumbnails. As the object management is database-supported, multiple storage, task redundancies and wasted storage space are all things of the past.

To help you maintain the big picture, various structuring tools such as property fields, categories and hierarchical groups are available. Customers or staff have a free hand in naming the directories where the files are stored. The data can be very easily updated in **OPAS-G**, because the keyword assignment of the database objects - supplied by

your customers, for example - can automatically be maintained via ASCII or XML.

Conversions between different formats are carried out automatically in cooperation with **OPAS-G.pipeline**. Whether it's different formats (PDF, EPS, TIF, JPEG, Photoshop, Scitex CT, etc.), color spaces (RGB, CMYK, CIELAB, etc.), color management systems (inclusion of ICC profiles, etc.) or resolutions: connection to **OPAS-G.pipeline** with its automatic, server-supported high-quality conversions assures you of true media neutrality, and by extension, cost-optimized production and delivery of your media.

### **Creating customized macros**

**OPAS-G.medias** can be extended in any way by macros that you yourself define. A macro can be used, for example, to conveniently load an image from the **OPAS-G** content and media database into the previously opened picture frame of a QuarkXPress document with just one mouse click. This macro and many others are already stored by default. Additional macros (e.g. AppleScript routines, C routines or Windows macros) can be integrated as required.

### **OPAS-G.context:**

#### **fast search results with full-text search**

Complex search algorithms aid you in quickly finding the files you're looking for. In document formats such as PDF, ASCII, HTML, MS Word or

QuarkXPress, you can perform not only a full-text search but also a phonetic search ("sounds like") - the ideal option when the user no longer knows the exact name of a desired file.

### **Flexibility through multilingualism**

The property fields of the **OPAS-G.medias** objects can be managed multilingually in the same way as the various groups, categories and analogous shop products (e.g. promotional material).

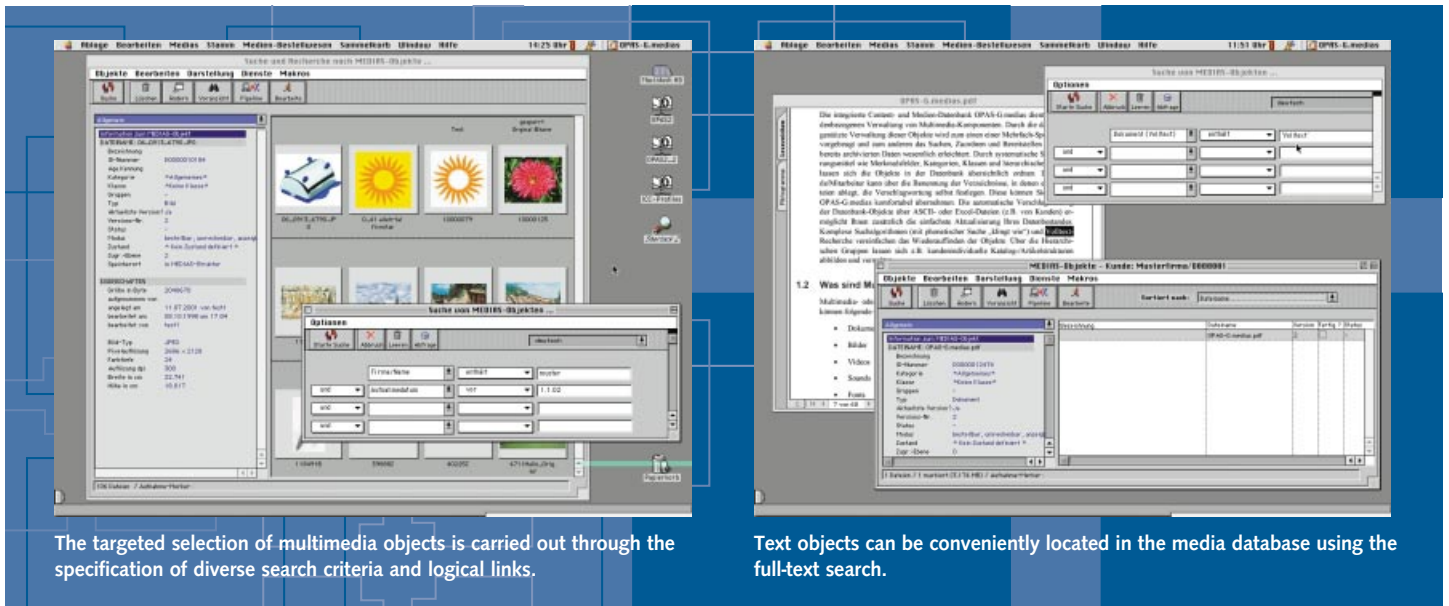
With one basic language and several additional languages for media management in **OPAS-G.medias**, you can react flexibly to market requirements and also make use of multilingual display on the Internet.

### **Integrating IPTC data**

**OPAS-G.medias** in conjunction with **OPAS-G.pipeline** offers you the option of reading IPTC data and transferring it to the media database. At the same time, you can assign the IPTC data to the actual meta data of the media objects collected in **OPAS-G.medias**. The relevant settings can be stored in **OPAS-G.medias** and **OPAS-G.hotfolder**.

### **OPAS-G.remote: remote access via ISDN**

You are a media service provider and wish to provide your customers and suppliers with remote access via ISDN to the **OPAS-G.medias** content and media database? Then what you need is



The targeted selection of multimedia objects is carried out through the specification of diverse search criteria and logical links.

Text objects can be conveniently located in the media database using the full-text search.

**OPAS-G.remote.** Naturally, you can also offer Internet-based access with **OPAS-G.internet** (see **OPAS-G Content & Media Delivery**).

## Benefits of OPAS-G

### Content & Media Asset Management:

- Minimization of search times
- Minimization of redundancies
- Minimization of corruption and loss
- Optimization of content updates, keyword assignment, storage and archiving
- Optimization of knowledge management through increased information availability, tracking and access options
- Minimization of decision errors and decision-making expenses through the efficient provision of available information
- Customer retention and acquisition through the offer of networked services and value-added services

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## Features

- Media-neutral database for digital data such as images, documents, videos, sounds, fonts, Internet objects, color profiles and generally definable objects
- Support of common formats such as EPS, TIF, JPEG, PDF, QuarkXPress, etc.
- Automatic re-archiving and automatic conversions (formats, color spaces, color profiles, resolutions, etc.) in conjunction with OPAS-G.pipeline
- Powerful tools for multilingual keyword assignment of objects, including customizable categories, classes and hierarchical groups
- Self-definable property fields with full-text query
- Multi-faceted search options, including full-text search and phonetic search ("sounds like") as well as different display options, such as lists and thumbnails
- Automatic data update based on ASCII and XML
- Convenient integration of components into the digital order bags of the production system as a copy or Medias link
- Export of data to CD together with a viewer (OPAS-G.view)
- Controlled use of multimedia components in production orders
- Remote connection via ISDN for users, customers or service providers - with the appropriate assignment of user authorizations
- Automatic data organization in clear folder structures that can span multiple file systems and servers
- Extensible by macros that can be custom-defined and integrated into the OPAS-G system
- Differentiated assignment of user authorizations (customer, partner, staff)
- Support of an action basket in which all objects to be restored or converted can be conveniently collected
- Automatic re-archiving and automatic conversions (formats, color spaces, color profiles, resolutions, etc.) in conjunction with OPAS-G Content & Media Automation
- Seamless integration into the complete OPAS-G system with all existing modules
- Based on Oracle SQL Database
- Supported platforms:
  - Database servers: Sun Solaris, Windows NT, Windows 2000, Linux
  - File servers: Sun Solaris, Windows NT, Windows 2000, Linux
  - OPAS-G.xml-object-server: Windows NT, Windows 2000, Linux
  - Native clients: Windows 9x, Windows NT, Windows 2000, Mac OS
- Technical requirements: see <http://www.OPAS-G.com>