

Digital Asset Management

What are digital assets? Electronic versions of reference materials and various kinds of information that companies and industries used to stockpile in physical format, like groceries.

With proper digital asset management, **you can instantly retrieve, distribute, share, and manage all popular file types, including text, image, audio and video.**

The battle cry 'enabling your digital environment' means, among other things:

1. That it is important for a business to have up-to-date, meaningful information for their customers, delivered from a Web site
2. 100+ asset management s/w packages exist today, each targeting different market segments. Customization and Web-based interfaces to ease user access are key. 'Hosted' systems are coming.
3. Implementation is expensive, and chances are, there is no one system that will meet your needs.

"I looked in the mirror and THERE I WAS"

---Contributed by Gary Thomas



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Digital Asset Mgmt

URLs

<http://www.digitalzone.dk>
<http://www.CreativePro.com/>
<http://www.artesiotech.com>
<http://www.mediaway.com>

Quark's Digital Media System:
<http://www.quark.com/products/quarkdms/>



Digital Rights Management

DRM assets include things like trademarks, copyrights, service-marks, watermarks, intellectual property, and the protection thereof.

Canto recently rolled out Cumulus 5 based on their SureSign technology. This software makes it possible for users to automatically watermark and track usage and ownership of their digital images. Canto's \$495 **Web Publisher** is a product that enables users to make their assets available for download via a Browser.

<http://www.canto.com>

Seybold had ART



Craig Cline, VP of Content

SEYBOLD

The faithful were treated to plenty of cool eye candy, but there wasn't much excitement at Seybold this year, for some reason.

What was 'in your face' and 'all over the place'? The management of Digital Rights and Digital Assets[s].

What was missing?

Cool applications that you could buy right now.

Macromedia was showing off **FLASH 5** but the faithful couldn't buy it yet. Wacom had nice little \$99 tablets that you use with an ergonomically superior pen so you can throw out your boring mouse...and you could buy it on the spot!

News of the Weird

Pamela Anderson Lee, of *Baywatch* is launching **PamTV** through **Digital Media**, an incubator founded by Oracle's Larry Ellison, Netscape's Marc Andreessen, and others...

Clever Content by Alchemedia is a protection system that has been developed to address the issue of **Digital Rights Asset Management**

Using unprotected images on the web is like, uh, giving them away and losing control. Clever Content protection produces on-the-fly encryption on the Web Server. Decryption requires the **Clever Content Viewer**, an automatically downloaded ActiveX control or browser plug-in, when then displays and protects the decrypted image.

"The Internet is one big copying machine"

-Alchemedia

Test Public Opinion in Digital Court

You don't need Judge Judy. Help is at hand at: www.icourthouse.com

The Web's Destination for Justice™

icourthouse members can file a case or be a Juror. They can view arguments and evidence, ask questions for cross-examination, and give verdicts with comments.

Check out the Rules of Procedure and Privacy agreement before deciding to join.

Complain and Resolve

San Francisco, CA.

It's good for ya...
Heard of the **Complain Cafe?**

How about **Resolve Headquarters?**

This is the place irritated *Northern Californian's* can go to when they want to complain about City Issues, neighborhood problems, education, sanitation, parks, jails, homelessness, etc.

If there is something like this in your City, please let us know.

<http://www.complainandresolve.com>

... LUCAS filming "Star Wars: Episode II with high-definition digital camcorders.

Due to the success of trials with a prototype camera made by Sony and Panavision, George Lucas has decided to shoot live-action scenes for **Episode II** using six digital, high-definition cameras.

Mr. Lucas stated that "The tests have convinced me that the familiar look and feel of motion picture film are fully present and that the picture quality between the two is indistinguishable on the large screen."

<http://www.digitaltimes.com>

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