



Chuckwalla v5

Enterprise Digital Asset Management

Today's organizations need to communicate simultaneously through multiple channels, print, web and wireless media or risk not being heard. Rich content is needed to deliver a compelling and consistent message. Chuckwalla's enterprise Digital Asset Management (DAM) technology brings intelligence to rich content by centrally managing its storage, retrieval, transformation and delivery for maximum benefit.

For over a decade, Chuckwalla's market-proven technology has delivered solutions not just promises. Chuckwalla's customer and industry commitment lead to the development of the ground breaking Chuckwalla v5 on .NET.

QUICK - deployment
- delivery
- savings
- profits

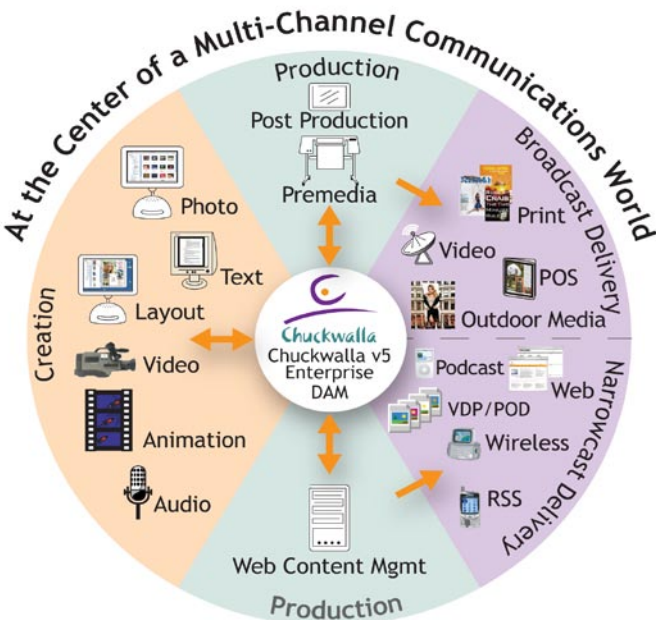
Chuckwalla v5 - A New Dimension in DAM

Chuckwalla's powerful technology transforms all rich content files into digital assets. A digital asset is the original file wrapped with metadata and version information. Most digital assets also automatically receive a thumbnail for easy identification and a low-resolution preview instantly available for web deployment. Chuckwalla v5 adds a new dimension to DAM with the ability to recognize many elements within the original file. This enables organizations to quickly access, find, use and re-purpose content for various formats and media across multi-channel communication applications.

Functional Overview

File Processing

While able to store any digital file, Chuckwalla v5 technology can intelligently recognize and manage a multitude of formats. Chuckwalla v5's file ingest features include: format recognition, metadata extraction, automatic thumbnail and preview generation with watermarking capabilities. It manages popular image, illustration, document, presentation, design, layout, multimedia, animation, video, audio, and web formats. Chuckwalla v5 enables more granular access to compound documents files, like QuarkXpress and Adobe®



InDesign, enabling the embedded textual and image content to be re-purposed and re-used independently from the original layout. Files can be checked into the repository or left in-place and cataloged.

Full Text Indexing

Virtually any asset that contains text is indexed including Microsoft Office, Adobe® PDF and QuarkXpress. This allows users to search for words and phrases contained within documents, alleviating the need to add redundant metadata to files and improving overall accuracy. The full text from the original file is available through a preview window allowing user access at a granular level without having to open the original file.

Item Name	Item Type	Score	Details
Fighting Back in Haiti.pdf	Document Asset	91%	... FIGHTING BACK IN HAITI 0 0 in Christmas Day of 2002, gunmen attacked the home of Michelle Montas, the widow of murdered journalist, Jean Dominique. Montas had taken
14-15 Haiti.qxd	Quark Asset	85%	...her husband as director of Radio Haiti Inter when he was shot dead in April 2000, and now she has campaigned tirelessly to bring her husband's killers to justice. She
haiti collection	Collection Asset	77%	Asset Name Matches Search Text
Cover 2--lyts.qxd	Quark Asset	77%	... WALKING A TIGHTROPE IN POLITICAL HAITI US \$3.95 Display Until June 15, 2005 First Quarter 2005: The magazine of the International Press Institute Corruption in
01 TOC--lyts.qxd	Quark Asset	77%	... Bourbeau 14 Fighting Back in Haiti With restricted press freedom after threats and violations of journalist rights, Haitian journalists' organizations count on international
15haiti.3.TIF	Image Asset	77%	Asset User Date Matches Search Text
15haiti.TIF	Image Asset	77%	Asset User Date Matches Search Text
15haiti.4.TIF	Image Asset	77%	Asset User Date Matches Search Text

Metadata and Searching

Chuckwalla uses Microsoft SQL to store the related metadata, supporting unlimited custom metadata fields that can be shared across the enterprise. Users can perform federated searches across the entire repository or refine the search based on one or more specific criteria. Searches can be saved for quick retrieval of commonly requested assets, formats or information.

Chuckwalla v5 supports Adobe® Extensible Metadata Platform (XMP). XMP allows a user to embed metadata into a file itself. Through XMP, Chuckwalla v5 supports the International Press Telecommunications Council (IPTC) and Dublin Core (DC) standards.

Organization and Security

A customizable, logical folder hierarchy and metadata organize assets and control access security. Assets can be checked into the repository or remain in place and be cataloged. Watermarked previews and rights-descriptive metadata provide organizations with the ability to protect the proper usage of assets. Chuckwalla Internal and Microsoft Active Directory (LDAP) users and groups are supported.

Delivery and Transformation

Image assets can be checked out or downloaded in their original format, web-ready jpeg or transformed by the optional Adobe® Graphics Server with attached or embedded metadata. Transformation and re-purposing of assets allows organizations to quickly develop narrowcasts. web download, ftp, automatic email and direct transfer to Microsoft Commerce Server are supported.

For supported compound document and layout file formats, e.g. QuarkXpress and Adobe® InDesign, users can access independent file elements, including text boxes and stories, groups and images without having the creator program(s) running on their system.

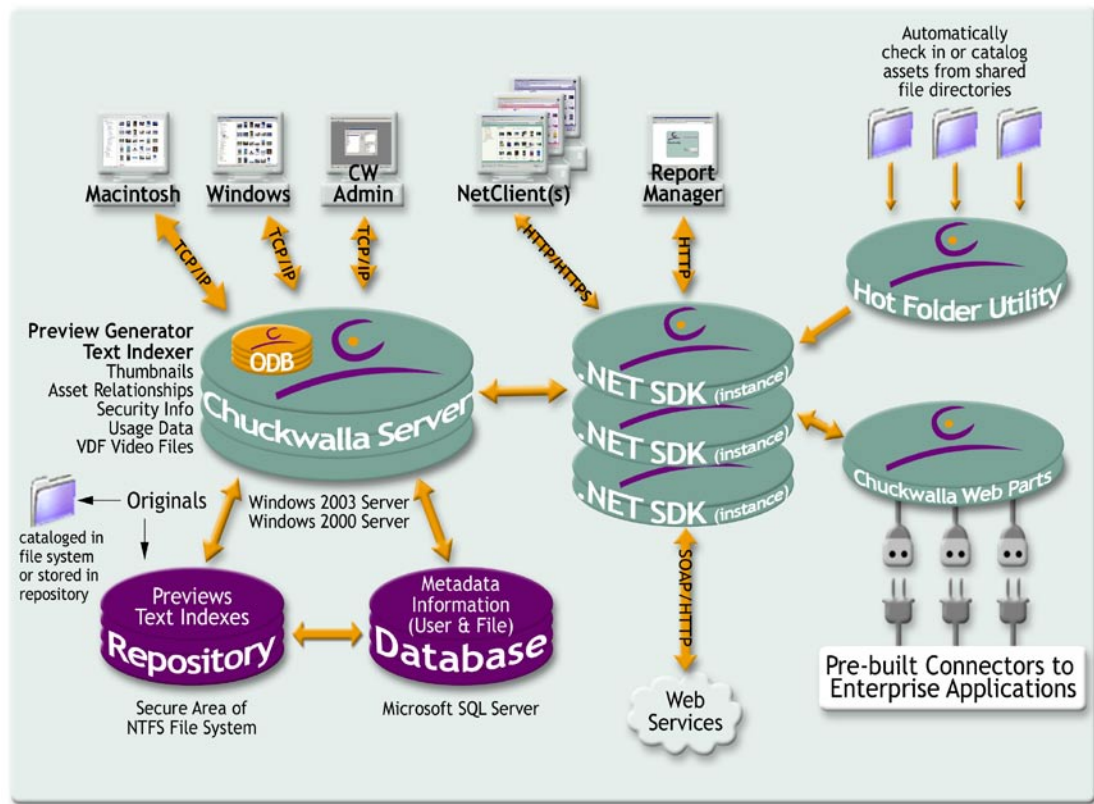
Structural Overview

Server

Chuckwalla v5 has a multi-tiered and highly scalable architecture. Running on Windows 2003/2000 Server, the Chuckwalla Server is the core of the system. The Chuckwalla Preview Generator and Text Indexer services process files automatically at check-in and can be installed across distributed hardware for maximum scale and performance.

Files are stored in a secure NTFS repository or cataloged in place and managed by the Chuckwalla Server. Metadata is stored and accessed in a SQL database by the Chuckwalla Server.

Chuckwalla Architecture



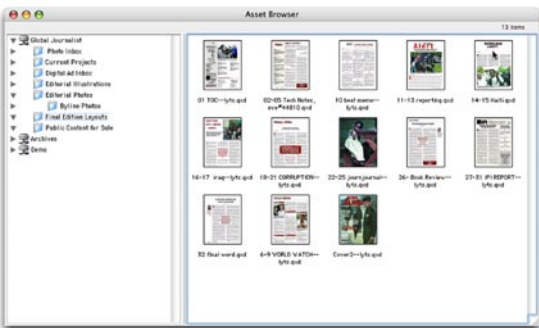
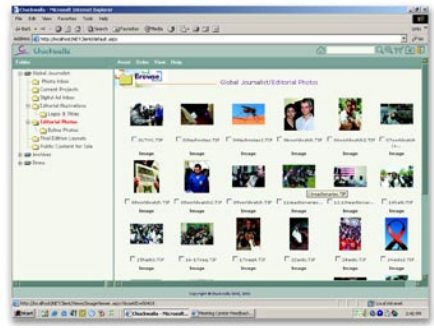
SDK

The Chuckwalla .NET SDK provides a programmatic interface to Chuckwalla v5 enabling integration with other enterprise applications and offering the features of Chuckwalla v5 as a set of web services. Chuckwalla .NET SDK lets users quickly create custom front-end applications. Using the SDK, rich content can be dynamically leveraged to web properties and e-commerce sites.

Clients

Chuckwalla v5's versatile client applications provide the user the best of both worlds: The ease of use, administration and customization of a web-based thin client with the power and performance of a native client application running on Macintosh OS X or OS 9.2 and Windows XP, 2000 Professional or NT4.

Chuckwalla NetClient, based on .NET technology, is a customizable thin client running on Macintosh or Windows web browsers. Multiple instances of the NetClient can be run simultaneously offering varied user interfaces. The NetClient allows users and administrators access to functions of the Chuckwalla Server. Users can upload, search and browse for assets, view and update metadata and download assets (in their original format or transformed using the optional Adobe® Graphics Server). Users interact with the repository intuitively, utilizing familiar features such as the shopping cart and favorites.



Chuckwalla Desktop for Macintosh and Chuckwalla Desktop for Windows are thick client applications that allow power users to store, search for and retrieve assets from Chuckwalla v5. The applications conform to their respective interface metaphors and use a fast tcp/ip connection to the Server. They support drag and drop of assets into, out of, and within the repository, basic and advanced searching, viewing and editing of metadata, reassigning asset versions and creating and editing collections. In addition, Macintosh print designers can now drag and drop images stored in Chuckwalla v5 directly into QuarkXpress layouts for even faster production. Administrators can also use the clients to set folder permissions and manage users and groups within the system.

Hot Folder Utility

The Chuckwalla Hot Folder Utility bypasses the need to use client applications for single or bulk file check-in. Users simply drag and drop files into network folders. These shared folders are mapped to one or more folders in the Chuckwalla v5 repository with specific settings for check-in frequency, versioning, metadata assignment, thumbnail/preview generation, etc.

Report Manager

The Chuckwalla Report Manager is a web-based interface that allows administrators to run standard or custom reports on any user and asset activity in the system. Reports can be viewed in a web browser window or exported in XML or Excel format for use with external reporting software. Custom queries can be saved for future use.

Integration

Chuckwalla understands the need of organizations to speed the creation, production and delivery of digital assets for their cross-media communication requirements.

The following can be integrated to fully leverage the power of Chuckwalla v5:

Adobe Graphics Server

Adobe® Graphics Server automates the creation and repurposing of graphics for print and web. Image assets that are stored in Chuckwalla v5 can be transformed immediately prior to downloading in the Chuckwalla NetClient, eliminating the need to save multiple renditions of the same file.

Microsoft Sharepoint

Microsoft Office SharePoint Portal Server 2003 and Microsoft Windows® SharePoint Services platform provide easy to use, scalable and reliable collaborative solutions that connect people, teams, and information. Using the many web methods in Chuckwalla's .NET SDK you can construct powerful custom web parts for Sharepoint.

To add even more power, Chuckwalla v5 can be tightly integrated with the following enterprise applications:

- Production and Editorial Workflow Systems
- Business Process Management Tools
- Portal Applications
- File Transcoders
- Reporting and Analytics
- Commerce Tools
- Virtually any application that is .NET web services enabled

Chuckwalla v5 Configurations

Chuckwalla v5 is available in the following configurations:

- Chuckwalla v5 Standard Edition
- Chuckwalla v5 Modular Edition
- Chuckwalla v5 Developer Edition

For more information, please contact Chuckwalla, Inc.



Chuckwalla, Inc. is a leading provider of enterprise digital asset management (DAM) technology that manages rich content across multiple communication channels. With faster implementation and immediate ROI, Chuckwalla Inc.'s DAM technology allows organizations to meet the complex challenges of harnessing rich media across Print, Web, Wireless and other multi-channel environments. Based on the Microsoft.NET architecture, Chuckwalla's open, scalable technology helps companies across industries find powerful solutions to their marketing/branding, publishing and e-learning challenges.

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