

The FeedRoom's CreativeConnections module for ActiveMedia® extends the power of the ActiveMedia digital asset management (DAM) system to users of Adobe InDesign®. Without leaving their layout application, creatives can interact with ActiveMedia to facilitate creative workflow and ensure version control.

EMPOWERING CREATIVE TEAMS

CreativeConnections unites the entire creative team with ActiveMedia, which provides a central, shared repository of both assets and layout files for cross-team, cross-location accessibility. Directly from their layout application, designers can access ActiveMedia to search, view and download images, documents, layout files and other content from any location. All actions are controlled by ActiveMedia's robust permissions and privileges capabilities.

Creative users simply open a search palette from the InDesign Window menu. While working on their layout, they can search for assets within ActiveMedia, dragging and dropping them into their design. Files created or modified in InDesign are saved directly into the DAM with all embedded assets for viewing and editing by other team members.

Have outsourced or distributed creative contributors?

CreativeConnections provides a common platform for creative teams to work together whether users are local or remote.

The module allows creatives to work in both high-res and low-res modes depending on their preference. When low-res is selected, CreativeConnections can automatically swap out low-res images for high-res renditions upon upload. This powerful workflow overcomes network and local storage constraints for lower total cost of ownership.

Feature	Benefit
Easy to install and configure as a plug-in	Minimal involvement from the organization's IT department
Appears as an InDesign palette	Familiar interface for ease-of-use and rapid adoption by in-house and contract creative users
Search from a palette for images or documents	Enables users to conduct powerful DAM library searches from within the creative application
Manages lo-res / high-res image swapping automatically	Allows local or remote users to work with either high- or low-res renditions for better network utilization
Utilizes ActiveMedia authentication settings	Single point of authentication for both CreativeConnections and ActiveMedia users simplifies administration
Plug-in accesses user's ActiveMedia folders	Enables approval and workflow processes based on DAM settings and permission model
Simple Object Access Protocol (SOAP) Web services interface	Enables secure, fast communication between user's creative applications and the DAM server

For companies with off-site or contract creative services, CreativeConnections supports a distributed organization. Because CreativeConnections is Web based, local and remote users can work together seamlessly with assets under management in ActiveMedia from their creative applications across an Internet connection.

A MODULAR WEB SERVICES APPROACH

The FeedRoom powers the end-to-end digital media supply chain with extended applications built on ActiveMedia. ActiveMedia is an open-standards application that is based on a Service-Oriented Architecture (SOA), enabling rapid integration and customization of the ActiveMedia platform to fulfill business needs. CreativeConnections is just one of many SOAP-based Web service clients that exemplify the ease with which extended applications can be built upon, or integrated with ActiveMedia.

REQUIREMENTS:

Third-party Software

- Adobe InDesign CS2 for MAC
- Tomcat 5.0 running on Windows Server 2003

FeedRoom Software

- CreativeConnections for InDesign plug-in
- CreativeConnections Web Services running under Tomcat 5.0 on Windows Server 2003
- ActiveMedia 7.3 or higher

Hardware

- CreativeConnections can run on the same server instance running ActiveMedia. No additional hardware is required.

ABOUT ACTIVEMEDIA

ActiveMedia provides a powerful, enterprise-class solution for managing the digital media supply chain – from creation to consumption. With unsurpassed performance and scalability, ActiveMedia allows global teams to easily manage video, multimedia, images, graphics and compound documents. ActiveMedia handles all commonly used file types and can easily extend to accommodate new file types as they emerge.

ABOUT THE FEEDROOM

The FeedRoom is a pioneer in on-demand video communication, and a market leader in live video and rich media asset management. With an unparalleled commitment to customer service, The FeedRoom provides flexible online solutions that optimize business and marketing communications for the enterprise, government and media. Industry-leading organizations, such as Autodesk, Barnes & Noble, Boeing, Bristol-Myers Squibb, Hewlett-Packard, MetLife and The Pentagon rely on The FeedRoom’s industry expertise to help engage audiences, build brands, monetize content and manage digital media assets more efficiently.

