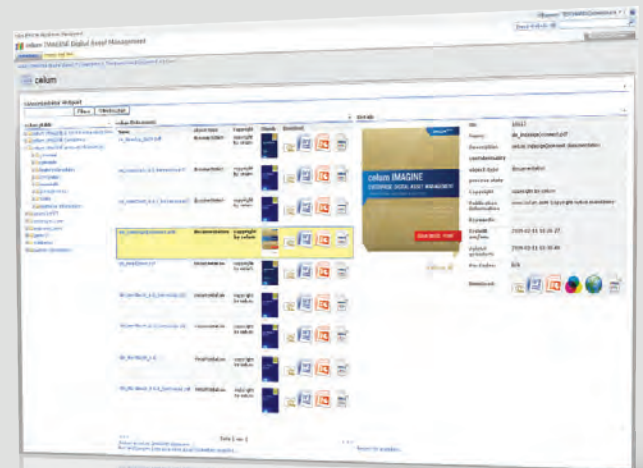
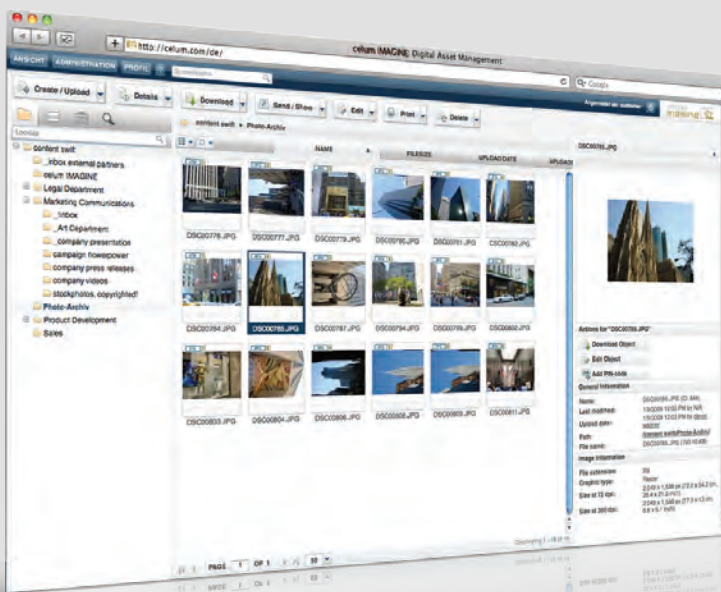


The flexible platform for enterprise wide Digital Media Asset Management.

Cost effective – via browser – easy to use.



Microsoft Office SharePoint Server 2007

Perfect integration in Microsoft Sharepoint

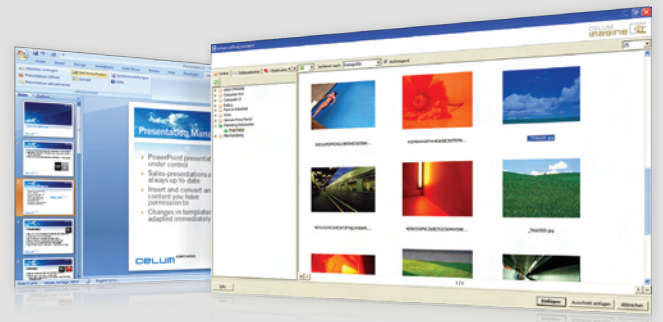
celum IMAGINE is the platform to automate marketing, sales, IR and PR and communications processes. It allows enterprise wide, highly scalable digital asset management, video asset management and web to print. It is the leading brand management platform, press portal, social video hub, dynamic ad creation extranet for subsidiaries & partners. celum IMAGINE is the industry standard digital media management and distribution.

The celum IMAGINE's USPs:

- » Organize all digital media assets in one central system – easy access via ANY web browser
- » Perfect for photo, graphic, video, audio, PowerPoint, text and any other rich content
- » Combine digital asset management, video asset management and web-to-print in one platform
- » Send & distribute content with pushbutton ease
- » Perfect integration in Microsoft Office and Adobe Creative Suite applications
- » Approve and comment on any content from everywhere
- » Most modern technology, scalable, perfect to integrate in web CMS, Microsoft Sharepoint, PIM, eCommerce



Total corporate design conformity – easy access



Convenient MS Office integration and “one click send content” feature in MS Outlook

celum’s other great products:

celum SWIFT

The agile, ready to use **system** for managing and distributing digital media assets and digital marketing content.

celum MOVIS

The agile, ready to use **system** for managing video content and integrating it in social media platforms and to create web TV offerings.

celum DYNAMO

The agile, ready to use **system** for web-to-print and dynamic collateral creation and brand management.

Clients that trust celum:



More than 350 clients in 27 countries with over 300.000 users trust celum technology.

Digital Asset Management

Brand Management

Video Asset Management

The celum IMAGINE platform

Automate

- » Get any content in the format you need (real-time conversion) with a single mouseclick
- » Publish marketing collateral to website, intranet or into print processes

Boost

- » Reduce search time for content by 90%
- » Send content immediately
- » Get instant approval on marketing collaterals, track feedback
- » Integrate in MOSS natively via WebParts

Cut costs

- » Content distribution with one mouseclick instead of burning and mailing CDs
- » Have total control on digital rights, avoid penalties and legal issues
- » Cut IT/storage costs