

Figure 3:

**DON'T WAIT UNTIL
YOU NEED A DAM**



RECLAIM CONTROL OF YOUR CONTENT.

**Collaboro isn't DAM software,
it's a DAM solution.**

In fact, it's a threefold solution:

1. Find, use and share your content on a lightning-fast, search-first cloud platform, that's built for enterprise brands.
2. Securely store on a highly stable offline archive, for everything from HD formats to raw camera archives.
3. A service layer to pickup, upload, tag and sort all the content, with ongoing account support.



COLLABORO

OUR PROCESS

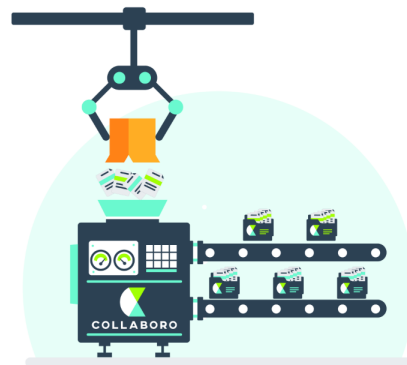
01. THE PICK UP

We track down and pick up content (wherever it might be) after each campaign.



02. SORTING

We upload and organise the content onto your custom designed Collaboro platform.



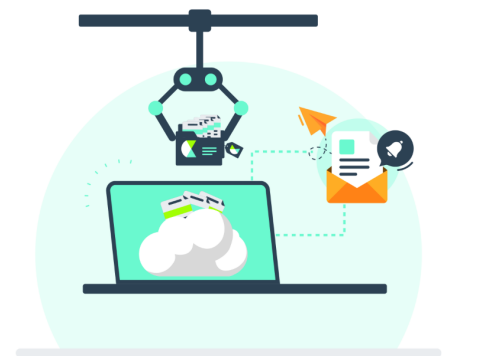
03. TAGGING

A dual level tagging process to intelligently tag all your content.



04. READY

We notify you when your content is ready to find, share and use on the cloud.

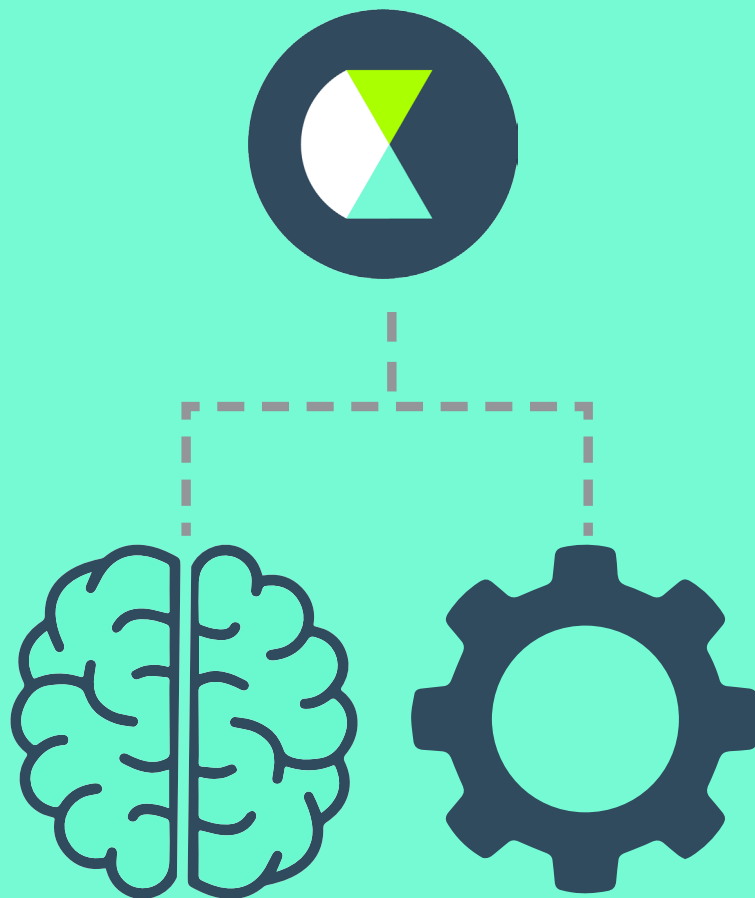


HOW DOES THE TAGGING PROCESS WORK?

This is where things get really interesting...

Collaboro offers two levels of tagging - **Basic and Bespoke**. This means complex metadata is tagged to each and every asset creating the most deeply collated and intelligently tagged content pool possible.

We call this our **Intelligent Content Engine**.



BASIC AND BESPOKE... WHAT'S THE DIFFERENCE?

Basic tagging is a standard in most DAM software but while it's important, it can be too generic. Imagine searching for a Grand Club House Chicken Deluxe -- but only having the capability to find hamburgers. Real value comes from the ability to find your content, not just store it. So we offer **Bespoke** tagging. Bespoke tagging is made up of additional search layers powered by machine learning and human smarts -- which means you'll always be able to find your Grand Club House Chicken Deluxe!

BASIC

The 'BASIC' interface shows a video of a McDonald's employee. The video is overlaid with several green boxes highlighting specific elements: the employee's face, the McDonald's logo, and a menu item. To the right of the video is a sidebar with the following sections:

- FILE INFORMATION:** RECORD: image-20120428.jpg, BRAND: McDonalds, DATE: 20120428
- PRODUCTION INFORMATION:** DIRECTOR: George Cheney, PRODUCER: Terry Hendon, DATE: 20120428
- BASIC OBJECT RECOGNITION:** hamburger, eat, fast food, american burger, hot food, meat, cheese, black, bun, bread
- CUSTOMER CENTRIC WORDING:** Grand Club House Chicken Deluxe, Salad Cup, Chicken, Menu Board, Counter, Employees, McDonald
- FACIAL RECOGNITION:** [Line graph showing activity]
- AUDIO INFORMATION:** [Bar chart showing activity]
- ONSCREEN CHARACTER RECOGNITION:** [Keyboard layout]

At the bottom, there is a metadata table:

Record name	Brand	Date	Copyright	Type	Size	xxxxxx
image-20120428.jpg	McDonalds	20 April 2012	Open License	QuickTime movie	2.2 MB	xxxxxx

- FILE INFORMATION
- PRODUCTION METADATA
- BASIC OBJECT RECOGNITION

- EMBEDDED CAPTURE INFORMATION
- TALENT, USAGE & COPYRIGHT INFORMATION

BESPOKE

The 'BESPOKE' interface shows the same video of a McDonald's employee. In addition to the basic overlays, it includes more advanced ones: a box around the menu item, a box around the employee's face, and a box around another employee in the background. The sidebar on the right has the following sections:

- FILE INFORMATION:** RECORD: image-20120428.jpg, BRAND: McDonalds, DATE: 20120428
- PRODUCTION INFORMATION:** DIRECTOR: George Cheney, PRODUCER: Terry Hendon, DATE: 20120428
- BASIC OBJECT RECOGNITION:** hamburger, eat, fast food, american burger, hot food, meat, cheese, black, bun, bread
- CUSTOMER CENTRIC WORDING:** Grand Club House Chicken Deluxe, Salad Cup, Chicken, Menu Board, Counter, Employees, McDonald
- FACIAL RECOGNITION:** [Line graph showing activity]
- AUDIO INFORMATION:** [Bar chart showing activity]
- ONSCREEN CHARACTER RECOGNITION:** [Keyboard layout]

At the bottom, there is a metadata table:

Record name	Brand	Date	Copyright	Type	Size	xxxxxx
image-20120428.jpg	McDonalds	20 April 2012	Open License	QuickTime movie	2.2 MB	xxxxxx

- CUSTOMER CENTRIC WORDS
- FACIAL RECOGNITION
- AUDIO TRANSCRIPT
- ONSCREEN CHARACTER RECOGNITION

THE OUTCOME OF USING COLLABORO IS CONTENT CONTROL.

But what does that mean exactly?

1. Agility to migrate agencies and work with any creative partner
2. Easy collaboration between remote teams
3. Security over user permissions and usage
4. Brand consistency as all assets are drawn from a single source of truth

**WE COULD TELL YOU MORE...
BUT WE'D RATHER SHOW YOU.**

Get in touch for a chat, or to arrange an online demo. No hard sells, no pushy sales tactics, just an intelligent solution to controlling your content now, and forever.

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