



Scene7 Image Server

Drive revenues while automating back-office image publishing

Scene7 Image Server enables businesses to grow revenues through dramatically enhanced product visualization. All imagery is created and served from single-master images, graphics, and database-driven attributes – greatly reducing the time and costs for image production and delivery. Scene7 Image Server can automatically generate and serve changes including the following:

- **Customizable Scene7 rich media viewers** – you can choose from a variety of media viewers, zoom, color options, integrated zoom, color & alternative view options, 360 spin, eCatalog – available in both Flash MX and DHTML to accommodate all bandwidths.
- **Create your own branded Flash viewer using “skins”** – rearrange and redesign buttons, logos, backgrounds, etc.
- **Automatically creating “virtual images”** in any crop, size or resolution
- **Dynamic zooming, panning, magnify, with zoom targets** to feature critical product details
- **360 spinning** to view products from all directions, gaining key visual details
- **Viewing all product color options** using colorizing and color correction
- **Dynamically applying images, graphics, and data-driven text** to pre-set templates to enhance visual merchandising
- **Adding graphical effects** like borders, watermarks, and drop shadows
- **eCatalog viewing** by quickly repurposing your existing offline marketing materials to your website

By using Image URLs to create and control image variations programmatically, the tedious image editing and production tasks traditionally done on the desktop can now be performed on-the-fly by the software. A built-in cache means end-users see requested images fast and it even works to speed zoom-able images without plug-ins or downloads.

Spend time building your business, not your Web site

Companies using Image Server have experienced significant business benefits:

- Grow revenues and conversion rates up to 90%
- Eliminate up to 50% of your photography costs and reduce the number of images you manage by 80%
- Reduce returns up to 10%
- Reduce manual labor and time-to-market up to 3X

Image Server is production-proven and utilized by leading web retailers, manufacturers, media and entertainment and educational institutions. Companies include: Macy's, Kinko's, Polo Ralph Lauren, Nordstrom's, Ohio State University, Men's Wearhouse, Blockbuster, and Pacific SunWear.

Streamline production

Scene7 Image Server dynamically renders and manipulates images on the fly. Based on industry-standard HTTP, Image Server uses simple URL query strings ("Image URLs") to perform manipulations on source images. This makes it possible to display a source image in an infinite number of ways.

- **Supports DHTML and Flash MX** based viewing.
- **Flash version detector** - automatic detection of Flash version, and offer to download if version is not compatible
- **Secure Image URL and Visual Watermark** - increase your image security with indelible watermarks-even while zooming.
- **Magnifying glass** - examine product features in hyper-detail with a 'free-form' magnifying glass

Increase sales and marketing effectiveness

Streamline image production and publishing



Swatch & Zoom Viewing



eCatalog Viewing



Spin Set Viewing

- **Adobe Photoshop PSD support** - use PhotoShop files for graphic templating
- **Extensive Image Format Support** - supports all popular file formats, including EPS files, natively. A new custom file-format support mechanism makes it easy to add new formats.
- **ICC color profile support** - easily publish print catalog images to the Web.
- **Image URL Generators** - use simple code generators to add zoom, text overlay, and watermarks to any image in minutes, eliminating the need to hand code.
- **Scene7 Image Server Extension for Macromedia** - manage all image manipulations from within Dreamweaver.
- **Support for Western European Languages:** Including all usage within image servers, as well as file names.
- **SSL (Secure Sockets Layer) support:** Enabling transmission of private assets by using a public key to encrypt data.



Templating and Layering

Software That Integrates Seamlessly - and Works

Scene7 Image Server is easy to learn and even easier to use - it doesn't require extended training or customization. Developed from the ground up to improve the speed of application development, Image Server comes with graphical tools and editors that go to work for you on day one. You can integrate Image Server into any existing Web infrastructure in a matter of days.

Scene7 Image Server is deployed as a dedicated Image Server. Use Image Server on your existing Windows, Linux, or Solaris Web server. You can prototype, test, and move to production faster, while maintaining control of your time and your hardware expenditures. Image Server includes support for Java, making it easy to integrate with leading Web application environments.

Scalable to Meet Tomorrow's Needs

Scene7 Image Server can scale to meet the needs of any organization. Add licenses to increase your capacity from a medium-sized Web site serving hundreds of thousands of page views per month to an enterprise Web site with millions of visitors each day. The proven architecture provides high performance, reliability, and flexibility to enterprise customers. Image Server works with any distributed caching service for optimal content delivery.

Deployment Options

Scene7 offers complete deployment flexibility – the platform is available both as 'on-demand' and licensed software, with a full spectrum of supporting professional services, to meet your evolving needs as your business grows.

Supported Platforms

Scene7's Infinite Imaging Platform supports all major operating systems, databases, and hardware, and is JSP-based, J2EE compliant, and programmed for localization in any language. For details, visit Scene7's website:

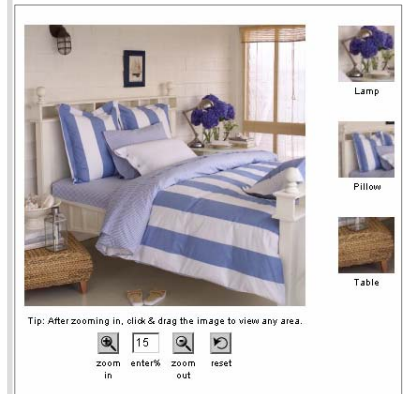
http://www.scene7.com/solutions/system_requirements/index.asp

About Scene7

Scene7 - the market leader in automated rich media solutions for the web, email and print - enables companies to grow revenues, enhance customer experience and cut production costs. Scene7's solutions are built on an integrated technology platform - for unrivaled breath, depth, scalability and ease of use. Solutions include Targeted email & print, Dynamic Imaging, eCatalogs, Product Configurators and Dynamic Asset Management. Available both as software and On-Demand, leading companies have selected Scene7, including Amazon, Macy's, Office Depot, Levi Strauss & Co., La-Z-Boy and QVC - and partners IBM, Microsoft, Akamai and Macromedia. Visit <http://www.scene7.com>.

©2001 - 2005 Scene7, Inc. Scene7 is a registered trademark of Scene7, Inc. All other company, product or service names mentioned herein are trademarks or registered trademarks of their respective owners.

Scene7 Image Server colorizes, crops, zooms, & overlays text or graphics without creating any derivative images.



Zoom Targets

Output for web, print, email, displays:

- Websites & intranets
- Direct marketing – email, print
- Marketing materials
- Catalogs
- Kiosks
- Advertisements
- Partner extranets

Contact us:

www.Scene7.com
415.506.6000
sales@Scene7.com