



# Scene7 Infinite Imaging™ Platform

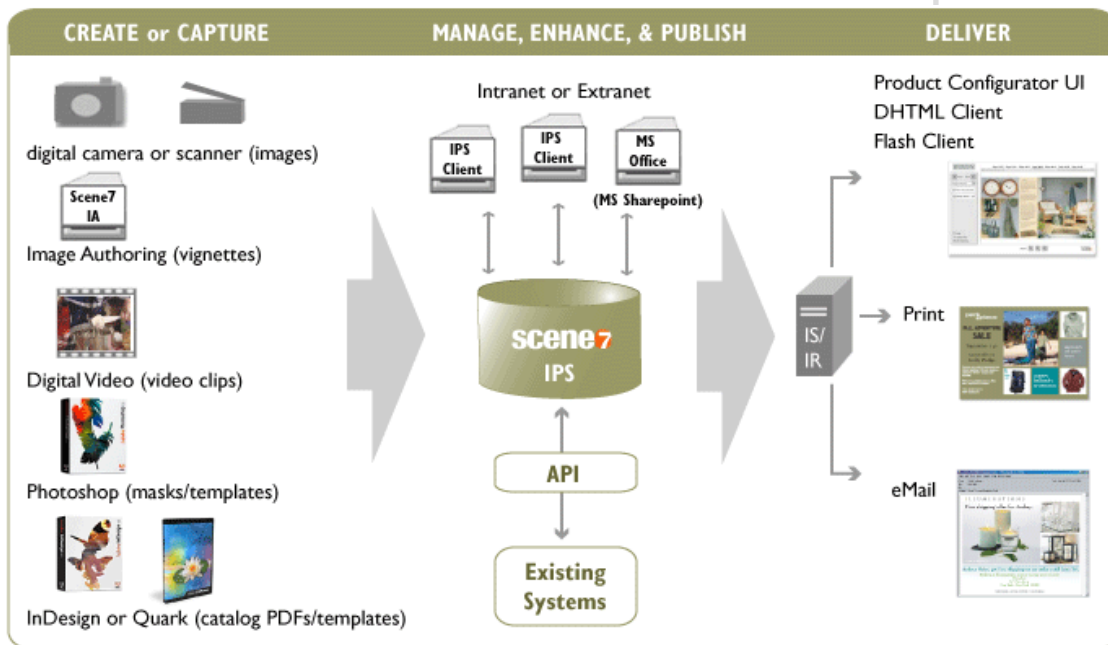
## Complete on-demand and licensed offerings

Scene7's Infinite Imaging™ Platform (IIP) is the foundation for Scene7's rich media solutions, to grow revenues, enhance the customer experience and cut production costs. These solutions include Targeted Email & Print, eCatalogs & eBrochures, Product Configurators, Dynamic Imaging (dynamic zoom, sizing, art, texturing, spin, templates), and Dynamic Asset Management. Supporting all solutions, IIP is a robust, integrated technology platform – for unrivaled breadth, depth, scalability and ease of ongoing rich media use. The platform contains a set of tightly integrated modules that give users the ability to centralize, organize, author, manage, and distribute rich media for multi-channel delivery. At its core is a proprietary, high performance delivery platform that dynamically generates and delivers unlimited variations from a single master – to speed time to market and drastically reduce costs.

Grow revenues

Enhance customer experience

Cut production costs



With Scene7, businesses can improve the entire selling and marketing cycle – from attracting customers, to guiding them to the right products and services, to successfully converting them into loyal buyers.

Scene7 offers complete deployment flexibility – available both as licensed software and 'on-demand' (hosted), with a full set of supporting creative and technology services. No other provider offers a more comprehensive, powerful platform for automating the production and delivery of high-impact rich media. Scene7's platform will help you:

### Increase Sales and Marketing Effectiveness

- Increase sales across all channels up to 90% and double conversion rates.
- Increase open and response rates for direct marketing campaigns up to 200%
- For indirect channels, shorten sales cycle up to 75%  
Reduce returns up to 10%

### Automate Rich Media Management, Generation and Publishing

- Slash content volume and streamline content management up to 80%
- Automate image generation and delivery (web, portals, dealers, etc.)
- Reduce manual labor, photography, and time-to-market up to 3X
- Eliminate up to 50% of your photography costs



Lands' End custom dynamic imaging

## Leverage Assets across Channels

- Use single-master images across web, email, displays & print.
- Easily find, transform, and re-use assets across your enterprise.
- Make a quality first impression on the web and ensure consistent cross-channel branding.

Leading companies have selected Scene7 solutions, including QVC, Federated (Macy's), Amazon, Office Depot, Polo Ralph Lauren, La-Z-Boy, Kohl's, Land's End, Williams-Sonoma, Ohio State University and Levi Strauss & Co .

The key components of IIP are as follows:

### **Image Production System — centralized browser-based rich media management, enhancement, and publishing system**

Scene7 Image Production System (IPS) is a sophisticated rich media publishing environment – designed to streamline and automate media production and slash manual labor costs. Using a simple browser-based system, you can centralize and control the rich media production process throughout your enterprise and across any media. Used to support the creation, management, publishing and updating of all Scene7 solutions.

### **Image Server — dynamic serving of images, graphics, text**

Scene7 Image Server (IS) dynamically renders and manipulates images in real time from a single master image – resizes, crops, layers, colorizes, spins (360 degrees), zooms, and composites an image with text, graphics, and other images. Image Server enables businesses to grow revenues through dynamically enhanced, information-rich Web images and reduce costs by eliminating manual and tedious processes, resulting in faster time to market. Used for all Dynamic Imaging solutions.

### **Render Server — dynamically apply any material, logo or graphic to any image**

Scene7 Render Server (RS) is an ideal solution for custom visualization applications. Render Server will help drive increase conversion rates, allowing customers to view personal product choices and reduce unnecessary photography related to multiple product options. Used for all Product Configurators solutions.

### **Image Authoring — image preparation to allow infinite material renderings**

Scene7 Imaging Authoring (IA) is a workstation-based application that lets you prepare ("author") images for dynamic texture rendering and pre-generate rendered images for print – all from a single original image. IA will help reduce your overall photography costs and repurpose existing, expensive lifestyle imagery. Used for preparing dynamic imagery for Dynamic Imaging and Product Configurators solutions.

## 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

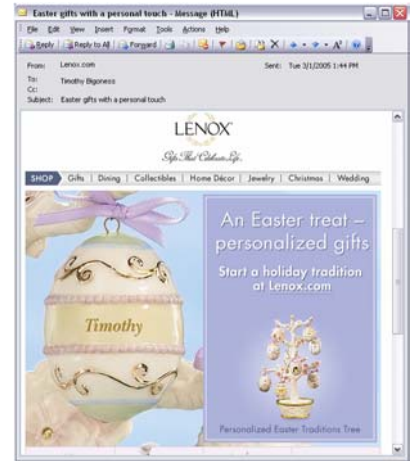
Scene7's Infinite Imaging Platform supports all major operating systems, databases, and hardware, and is JSP-based, J2EE compliant, and programmed for localization in any language. For details, visit Scene7's website:

[http://www.scene7.com/solutions/system\\_requirements/index.asp](http://www.scene7.com/solutions/system_requirements/index.asp)

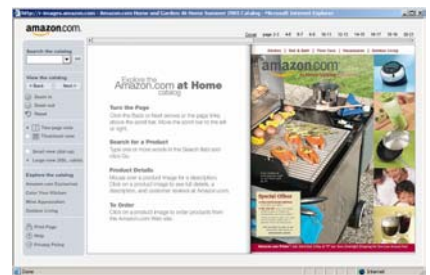
### **About Scene7**

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 breadth, 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>.

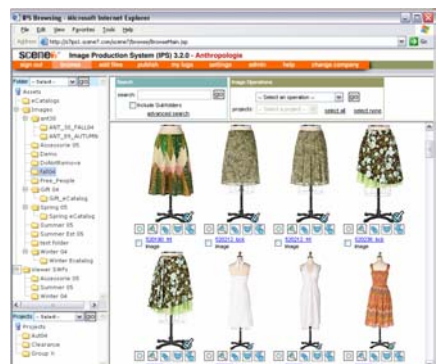
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Lenox personalized product email campaign



Amazon's custom data-driven eCatalog



Anthropologie.com uses Scene7 self-service platform

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