



# Scene7 eCatalogs & eBrochures

**Automate your publishing – dynamically assemble, segment and personalize with Scene7’s unique approach**

Scene7 offers the only end-to-end solution to deliver dynamically served eCatalogs/eBrochures via a proprietary image server, in both Flash and DHTML formats. Scene7 eCatalogs are dynamically assembled, and can be segmented and personalized in real-time via a single command to the server. Unlike pre-built online catalogs, eCatalogs are instantly reconfigured or updated on the fly allowing you to deliver more relevant, targeted print materials to drive multi-channel sales. Scene7’s solution is available both as licensed software and on-demand.

## Scene7 as the automation pioneer

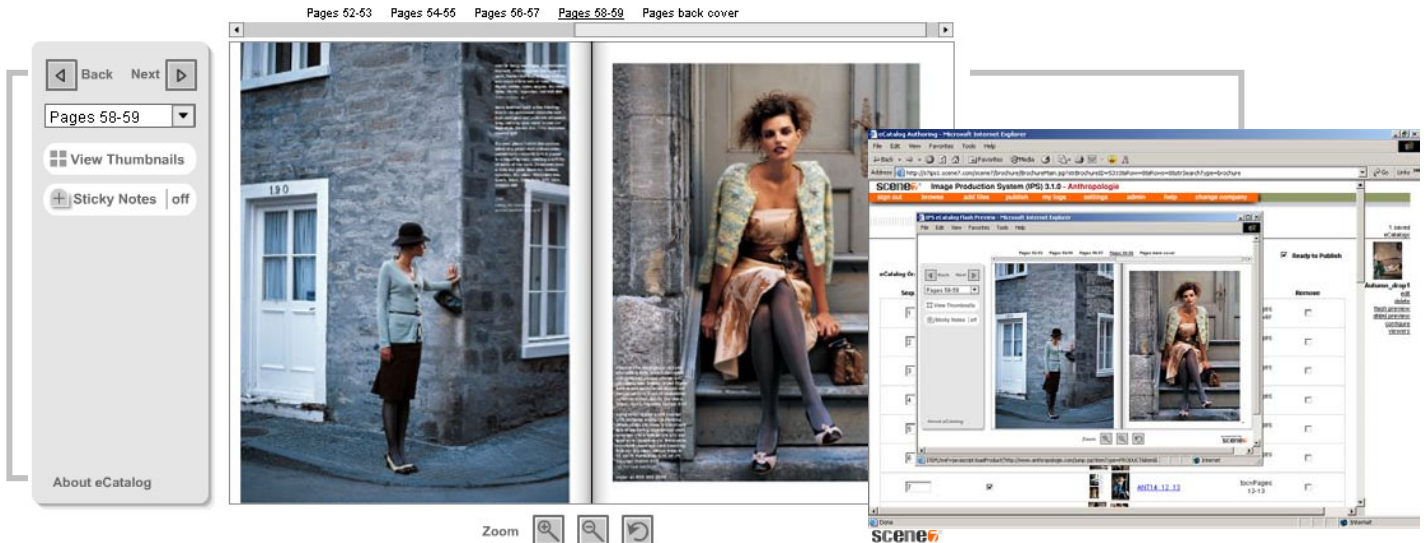
Scene7 pioneered an “online back-office” system for publishing catalogs to websites and other media. Since its introduction in 2001, users have had the ability to preview and control the editing and publishing process of their rich media including eCatalogs – keeping costs down and quality control high. Scene7’s clients are empowered to control the creative outcome – versus a typical, time-consuming interaction with any third-party services vendor. Scene7’s eCatalog solution is rapidly becoming the “gold standard” with over 60 leading companies utilizing this solution in the past year alone, including Amazon.com, QVC, Lillian Vernon, Kenneth Cole, Anthropologie, Restoration Hardware, Coldwater Creek, Lane Bryant and more. Customers using Scene7’s solution have grown conversion rates up to 2x while reducing their eCatalog publishing time and cost up to 75%.

Grow conversion rates up to 100%

Reduce publishing time and cost up to 75%

Automate catalog management, generation, and publishing

Increase multi-channel revenues and enhance your customers’ buying experience



## Enhance your print materials by delivering dynamic, targeted online versions

- **Achieve lowest cost of total ownership** – using Scene7’s automated eCatalog publishing approach to online catalogs.
- **Digitally deliver more relevant, targeted print-based materials** – to increase multi-channel revenues, giving customers more buying options.
- **Direct sales to your lowest cost channel** – make your web as recognizable as your printed materials; give your customers a familiar buying format.
- **Drive more buyers into local stores with online circulars** – increasing overall transaction value.
- **Achieve greater reach and exposure for your print materials** – leverage existing print marketing for new promotional campaigns; make your marketing dollar go farther.
- **Easily deploy interactive print to your website with a full spectrum of implementation options** – outsourced “On Demand” and licensed software.

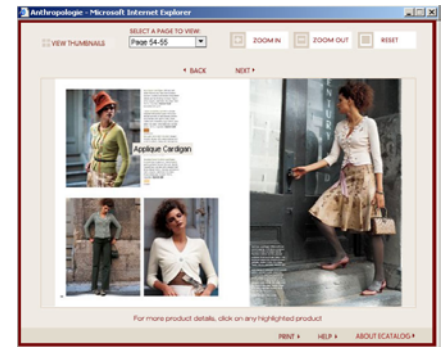
Publish your direct marketing materials on your website

- Catalogs
- Circulars
- Brochures
- Flyers
- ROP
- Advertisements
- Print collateral

## eCatalog Viewer Features

Scene7's customizable eCatalog viewer comes with many unique features including: highly customizable Flash and DHTML formats to match your brand, personalized merchandise embedded within pages, dynamically assembled eCatalogs via real-time data feeds for deeper, cost-effective personalization and segmentation, free-form zoom and pan anywhere, configurable keyword search, and annotated electronic sticky notes, providing a dynamically updated catalog shopping experience.

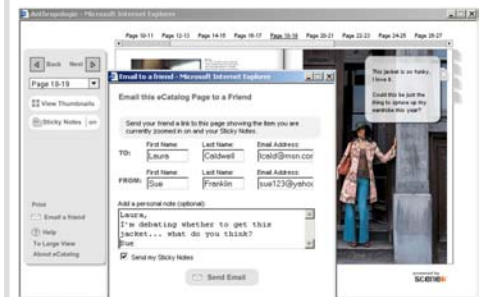
- **Standard Flash-based and DHTML viewing** – Automatic streaming to the client's browser based on page requests, embedded or pop-up, to accommodate all bandwidths.
- **Performance optimized** – Served by Scene7's proprietary image servers that deliver only what's requested and use server-side caching
- **Viewer configuration** – Select from over 80 customization settings to specify how your Flash or DHTML viewer will appear and behave, e.g., image view, image maps, all button controls, branding etc.
- **Custom branded viewer using 'skins'** – Completely change the look and feel of your custom eCatalog viewer, e.g., rearrange and change the look of all buttons, logos, backgrounds, etc.
- **Viewer "sniffer"** – Ability to serve the correct format viewer automatically using a sniffer.
- **Standard and Large Views** – Adjust size of entire viewer to match high and low bandwidth speeds and screen settings
- **Easy navigation** – Simulates a true reading experience. Customers flip through digital pages one at a time, or jump anywhere in your catalog via a scroll bar.
- **Keyword search** – Provides search field with history, search results page with summary of page and keyword hits, and keyword highlighting in zoomed area of page.
- **Table of contents** – Customers can instantly jump to pages or sections of interest labeled with your custom headings or labeled departments.
- **Page viewing options** – Thumbnails show more products at once; double page view is more book-like and familiar.
- **Image and text view panes** – Provides both anchored & floating view panes that dynamically generate customized rollover text and imagery, using real-time data feeds to display the most current product information.
- **Zoom and pan anywhere** – Scene7's best-in-class Image Server technology provides enhanced page viewing – 'free form' zoom and dynamically pan to any fine detail.
- **Sharp text** – Text will remain completely sharp regardless of the magnification used to display a catalog page.
- **Bridge Pages** – Allows product set merchandising by linking to a full grouping of products and display information on each item.
- **Magnifying glass** – Examine product features in hyper-detail with a 'free-form' magnifying glass.
- **Dynamic overlays** – Dynamically displays image/text overlays or page templates, used for out-of-stock notices, promotions, sale prices, and more, using real-time feeds from customer profile, product or store data.
- **Integration with CRM/product data** – Ability to dynamically update in real-time any products or data, via data-driven image servers tied to any database.
- **Dynamically personalized, segmented catalogs** – Ability to dynamically compile and paginate unique page sets to create a targeted eCatalog on-the-fly.
- **Personalized products in eCatalog pages** – Ability to show personalized merchandise embedded in pages using shopper's names and other preferences.
- **Click for product details and purchase** – Customers click images to show product information pages; images are linked to your e-commerce or marketing site with image maps or "hot spots".
- **Electronic "sticky" notes** – Allows customers to earmark specific pages and write sticky notes to email to friends anywhere in the catalog, and save personal annotations and bookmarks for future viewing.
- **Shopping list** – Ability to add items into a shopping list.



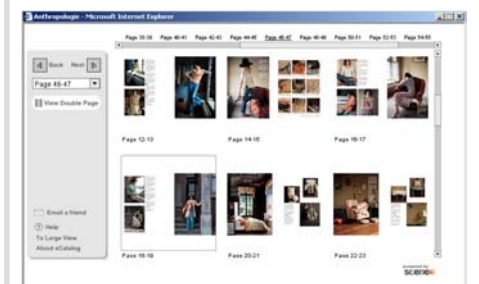
Customized Viewers



Zoom



Email a Friend with Sticky Notes



Thumbnail View

- **Tell us what you think** – To allow live polling from your customers on their impressions and feedback on your digital print pieces.
- **Email to a friend** – Customers can email an annotated and book marked eCatalog to share with friends and family.
- **Print** – Ability to print out one or two catalog pages for hardcopy reference.
- **Instant help** – Customizable pop-up help when you need it, with rollover tool tips that can be turned on or off.
- **International support** – Availability in multiple languages.
- **Tie to other elements of your website** – Including mini popup product pages, nearest store locator, links to shopping cart, wish list, and checkout, request a print catalog, and more.
- **Optional Scene7 e-merchandising features** – Provides full-spectrum dynamic imaging for your catalog and website, with unique features such as image zoom and spin to feature critical product details, texture rendering of any pattern, texture or color from a single source file, networking editing to dynamically size, format, crop, mask, sharpen and color correct images, image layering and templating to composite images, graphics and text to enhance visual merchandising.

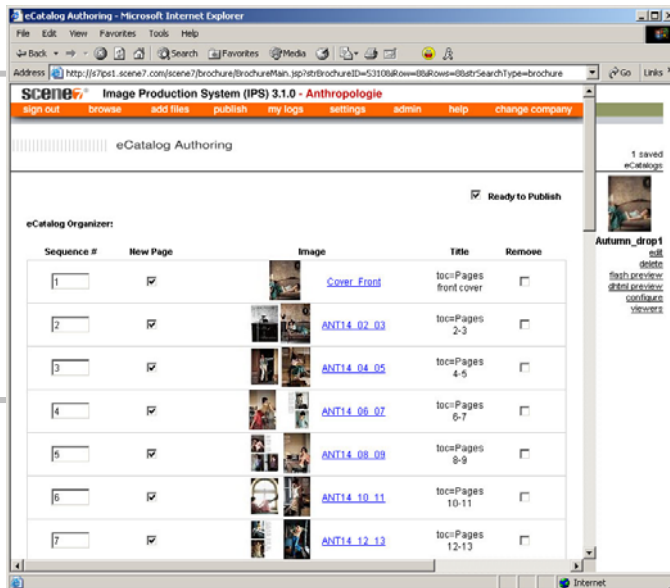
Forrester reports web retailers find these tactics effective or very effective:

- Website catalog – 100%
- Circulars online – 95%

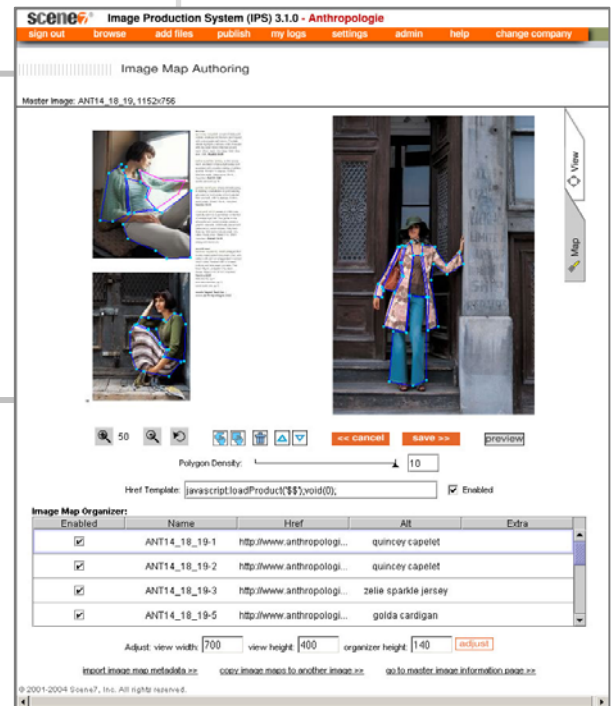
eCatalog can give you these results literally overnight.

## eCatalog Publishing Features

Scene7 is the only eCatalog provider to have “productized” the complete end-to-end eCatalog publishing process via its proprietary Image Production System (IPS), a simple, secure browser-based management system, to streamline the ‘back office’ efforts associated with managing, authoring (creating) and publishing catalog pages. With IPS eCatalog Publishing, you can easily and cost-effectively create an enhanced web version of your existing printed direct marketing materials in just minutes.



Sequence



Add Product Links & Text

## Easily Publish Printed Materials On Your Own

- Step 1:** Upload your catalog pages into IPS – starting with original source digital files, IPS automatically assembles your web catalog, and optionally extracts keywords for text search.
- Step 2:** “Author” your catalog pages – reorder pages if necessary, crop as needed, map product areas, define “rollover text” and create links from these product “hot spots” to your product pages on your website and customize your viewer
- Step 3:** Preview and publish your catalog directly to your website.

Key features include the following:

- **Supports all rich media** – Manages all rich media, including images (JPEG, TIFF, etc.), Photoshop and PDF files, EPS, graphics, fonts, videos, render sets, authored vignettes, and more.
- **Scheduled uploads** – Schedule/automate uploads via “Hot folders” of assets, or upload one or multiple assets at one time.
- **Folder asset management** — Microsoft® Windows® -like folder management structure, with unlimited subfolders for managing both assets & projects, providing advanced search and browse capabilities.
- **Metadata support** — Ingests metadata automatically on upload, view & update image properties, IPTC & EXIF industry standards, file attributes and field customizable & keyword searchable.
- **Color management** — Supports all standard color profiles, including CMYK, or you can load your own custom profiles.
- **Fonts** — Supports a standard set of fonts to render your catalog, as well as your own TrueType and Type 1 fonts, for rendering your pages.
- **Automatic assembly & page sequencing** — Automatically separates each page, and creates a default web catalog with pages in the same order as the source file, ability to reuse existing pages, and add/delete pages.
- **Automatic search string extraction & configuration** — Support for keyword search (Flash & DHTML), including ability to automatically extract text strings upon upload of PDFs, isolate and highlight all keywords and their positioning on every page, configure flexible search behavior and results page.
- **Linking to product pages** — Using a sophisticated yet simple point and click tool, you create image maps or “hot spots” for each product on the page, hyperlinked to a product page on your website for purchase, or a pop-up page with product details.
- **Roll-over text/image** — For “rollover” pop up descriptions and image, you can set the product text you would like displayed, e.g., product name, copy, price, etc.
- **Page naming** — Optionally enter a name for each page or section of your catalog.
- **Page editing** – Use network-based editing features to fine-tune images or areas of an image, mask image areas, colorize masked areas, color-correct, added special effects, e.g., drop shadows, highlights, etc.
- **Template authoring** – Dynamically overlay text, graphic, images fro personalized promotions, tied into your databases.
- **Viewer configurability** — Select from over 80 customization settings to specify how your Flash or DHTML viewer will appear and behave, e.g., image view, image maps, all button controls, your branding, etc.
- **Custom Flash viewer skins** — Ability to upload, configure, preview and publish custom branded viewers using ‘skins’.
- **Preview** — At any time, you can preview your entire catalog to see exactly how it will appear at your website using Scene7’s Flash and DHTML eCatalog viewers.
- **Publish to your website at any time** — When you are satisfied with your catalog, you can name and save your catalog, and then simply schedule your catalog for publish.
- **eCatalog reporting** — Online access to reporting for analyzing rich media usage, including - traffic, visitors and sessions, pages and files, navigation, referrals, domains and users, browsers and platform, and more. For the Scene7 license offering, an interface is provided to easily tie into existing analytics solutions.

### 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.

Forrester reports:

- 73% of online customers have flipped through eCatalogs
- 30% find them valuable
- 65% of online catalog shoppers had purchased online in the past three months



Automated search strings



Configure & Preview

Contact us:

[www.Scene7.com](http://www.Scene7.com)  
415.506.6000  
[sales@Scene7.com](mailto:sales@Scene7.com)