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AppArt Releases Enterprise Pro Edition of its Advanced Digital Asset Management (DAM) Solution

Web-based Asset Management Solution Provide Companies with a Simple and Cost-Effective Way For Marketers To Seize Control of their Digital Assets and Realize their Brand Potential

RENTON, Wash. – August 25, 2008 – [Application Arts](#) ("AppArt"), a leading provider of graphic arts production and digital asset management solutions, today announced the release of its AppArt DAM Enterprise Pro Edition, a fully hosted Digital Asset Management solution designed for the enterprise that requires flexibility, performance, and unparalleled support for managing their brand assets. Some of the world's leading technology companies including Intuit, FileMaker, and Sun Microsystems currently rely on AppArt DAM to manage, organize, and streamline their digital asset libraries. Whether managing multiple versions of corporate collateral, large archives of product imagery, or vast libraries of PowerPoint presentations, AppArt DAM Enterprise Pro enables companies to unify their digital assets in a single, web-based resource that is fully secure and always available. AppArt will be providing product demonstrations of its new DAM solution at this year's Retail Vision conference (Booth 109) in San Diego from August 25th to the 27th.

Our digital asset management requirements are very complex with offices around the globe and thousands of digital assets that are constantly in flux," said Eric Fraser, Project Manager, Marketing Communications for FileMaker, Inc. a leading provider of database software and a wholly owned subsidiary of Apple Inc. "AppArt DAM provides FileMaker with a simple way to organize and control all of our brand assets regardless of where an employee is located. And because it's a hosted solution, our marketing team can focus on core business issues rather than wasting time and resources managing intricate digital archives."

AppArt DAM Enterprise Pro Edition delivers best-in-class functionality for digital libraries of all types and sizes. Features in AppArt DAM Enterprise Pro include:

- **Fully Customizable** – AppArt DAM provides clients with complete control over their DAM Web site design, enabling them to provide a seamless and consistent branded experience to corporate users, remote employees, and external partners;
- **Unlimited Space** – Provisioning and maintaining dedicated servers to manage fast growing digital asset archives is a cumbersome process. AppArt DAM features unlimited storage space and is fully scalable so that even the largest digital asset libraries are available 24/7;
- **Streamlined Workflow** – A digital asset management solution is only as good as the workflow that powers it. To meet these challenges, AppArt DAM integrates streamlined workflow solutions including full versioning control, print on-demand integration and customizable business rules;
- **Multilingual Digital Library Support** – The typical modern enterprise maintains satellite offices and customers around the globe. More than ever, it's critical that these companies can easily localize their marketing and brand assets and instantly share them with key constituents;
- **Universal Search** – AppArt DAM features a fast, powerful search engine that helps users quickly find and download the most recent version of a digital asset and also includes advanced search functionality so that users can sort and drill down according to a wide variety of criteria (i.e., file extension, file type, etc.); and
- **Hardened Security & Role Definition** – AppArt DAM comes standard with 128-bit encryption to ensure that proprietary digital assets remain fully secured. Because AppArt



DAM is Web-based, companies don't have to worry about firewall traversal issues. In addition, customers can define roles and access permissions at a fine-grain level to further protect core brand assets from potential misuse.

“For marketing professionals, the broad proliferation of digital assets across the enterprise is seriously hampering their ability to effectively control their brand assets,” said Robert Cugini, president and CEO of AppArt. “AppArt DAM Enterprise Pro Edition provides organizations of all sizes with the critical flexibility they need to react to fast changing business conditions. Companies with complex digital asset requirements are learning that outsourcing this function is not only more cost-effective than doing it themselves but is enabling them to focus on what really matters.”

About AppArt

Founded in 1991, Application Arts (“AppArt”) is a leading provider of graphic arts production services and digital asset management solutions. Some of the world’s most prominent technology brands including Intuit, Sun Microsystems, FileMaker, and McAfee, rely on AppArt’s secure and hosted Digital Asset Management service to archive, organize, retrieve, and manage their comprehensive digital asset libraries, which include everything from raw image files and marketing collateral to product documentation and other mission critical assets. In addition to its proprietary DAM solution, AppArt also provides a wide range of graphic design, print, and production services to help companies meet their press deadlines on time and within budget. AppArt is privately held and headquartered in Renton, Washington.

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