

_DISCOVERY REPLY FOR ENTERPRISES

Many industry brands, whose businesses are very far from the media industry, started the digitization of their archives. We refer in particular to those companies whose business leverages on design, brand history, innovation, technology and so on.

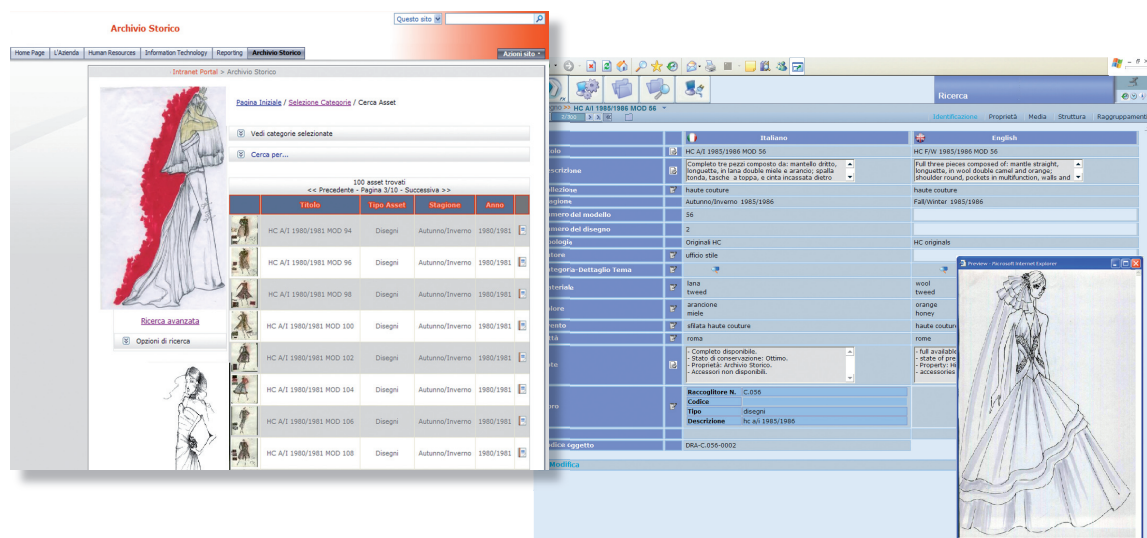
This area counts industries such as Fashion, Automotive, Furniture, Home Appliance, etc.

These companies produce and archive valuable materials such as:

- Those related to their products design, prototyping and test phases: drawings, mock-ups, material samples, pictures and videos;
- Those produced for promotional purposes such as presentation events movies, commercials (video, audio, press, posters, etc.);
- Third parties materials belonging to them such as press and TV news.

The digitization of these assets gives the Enterprise marketing department an extraordinary tool for the brand promotion. The Enterprise can easily exploit the digitalized material to establish new ways of communication with its customers:

- Digital archive public access;
- Video Rundown to play via WEB and/or on a Corporate TV available in the company premises, selling points, etc.;
- Live events broadcasting on WEB and Mobile;
- Launch events supported by archive material;
- Commercial and/or promotional DVD publishing;
- Etc.



DISTINCTIVENESS

Discovery Reply can leverage on more than 10 years background experience in the media markets in order to provide professional, cost/effective and reliable solutions to our customers.

Discovery Reply's offering is based on our Media Asset Management Suite, on qualified third party products and on professional services for system integration.

- Delivery of a Digital Archive - Discovery Reply deployed its own Media Asset Management Platform, customized to support the "fashion" metadata and the specific customer needs;
- Provide an Archive access point for the company employees - Discovery Reply integrated the Intranet portal (based on MS SharePoint) in order to allow the access to the Historical Archive to all employees and boutiques around the world.

ENTERPRISE CASE HISTORY

One of the Italian most famous fashion houses has collected in more than 45 years of activity thousands of drawings, dresses models, photos, slides, press reviews, videos, etc.

Two years ago they decided to digitize them in order to exploit and preserve this important company heritage.

The major project goals were:

- Archives digitization - Discovery Reply takes care of the archive material digitization (picturing and scanning);

ENTERPRISE OFFERING

- The technological platform is based on Discovery Reply™, Reply's product suite for Media Asset Management;
- Discovery Reply provides all services related to project implementation such as localization, integration, training, etc.;
- Discovery Reply can leverage on a network of partners to provide the archives digitization services.



Discovery Reply, part of Reply, is focused on Multimedia Asset Management solutions and is specializing in large digital media digitization, archiving, cataloguing and distribution projects. Discovery Reply offer is threefold: Solutions based on Discovery Reply™; System Integration on Discovery Reply™ or 3rd parties solutions; Advisory on Digital Media Projects.

To know more, please visit: www.discoveryreply.eu or contact: discovery@reply.eu

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discovery sysko supports media convergence processes, merging TV, radio, internet, print and telecommunication with a distinctive focus in consulting services and products for managing digital media. discovery sysko bases its Multimedia Asset Management and Archiving solutions on Discovery Reply™, Reply's proprietary platform for Digital Asset Management.

To know more, please visit www.discovery.sysko.de or contact info@discovery.sysko.de

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