



# Digital Asset Management System (DAM) - User Training

# DAM System – What Is It?

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The DAM (Digital Asset Management System) was created to provide a single source to store and retrieve current files for the most commonly used marketing communication materials including:

- Photography (product images and humanistic imagery)
- Direct mail
- Print ads
- Signage
- Collaterals (brochures, sell sheets, white papers)
- Source files for translations of collaterals
- Videos

# What Is The Benefit To Region Marketers?

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One single web based tool for all of the available marketing materials that you use for your marketing initiatives:

- Saves you time – don't create materials from scratch, search the site to see what is available, select from a variety of items
- Materials on the DAM will be accessible 24/7 to all marketers and their identified agency partners around the global
- Saves money – don't pay an agency for creative work to develop materials
- Easily and quickly access both hi and low res images needed for the creation of your own materials
- Access images anytime, from anywhere with secure log on
- “One-stop-shopping” – you now only need to go to one web-based site to view and download all materials including the source files for translating materials

# Logging In To The System

Regional marketing managers access the site using your single sign on credentials:

- Log in using your Internet Explorer browser – copy and paste the following url into your browser (you should bookmark this site for future reference):

**<https://cs-cms.carestreamhealth.com/dam>**

- **Login Name:** this is your global ID number
- **Password:** this is your log-in password when you log onto your desktop
- **External Agencies and Vendors:**
  - Login: firstname.lastname (all lower case)
  - Password: Password123 (uppercase P)

**NOTE:**

- Log in ID for Carestream employees is case sensitive based on how it was originally set up in the system, if your user name does not work the first time, try changing any letters in the log in name to either upper or lower case
- Your credentials will expire after 90 days of inactivity. You must at least log on to the system during this timeframe to keep your credentials active.

Digital Asset Manager Login

Digital Asset Manager 6.5

Login Name: 19005642

Password: ••••••••

Repository: CarestreamDAM

☐ Remember my credentials

[+] More Options

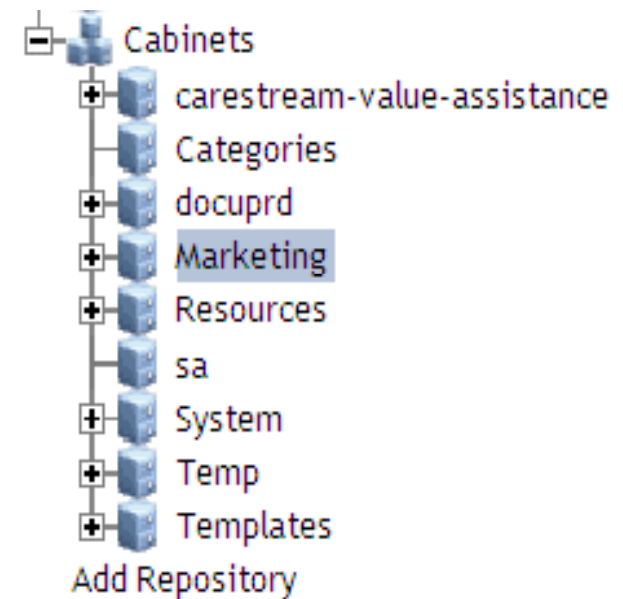
?

Login

# The DAM Platform And Architecture

The DAM (Digital Asset Management System) was built using Documentum technology. This is an IT system infrastructure that:

- Uses “cabinets”, “file drawers” and “folders” to organize and store various file types
- Is web-based and does not sit behind the Carestream firewall
- Is accessible 24/7 using your secure log-in ID
- Contains both hi res and Illustrator source files for downloading
- Automatically generates low, medium and hi res jpg files for images
- Contains only APPROVED and FINAL materials
- Provides thumbnail visual of each piece for quick reference



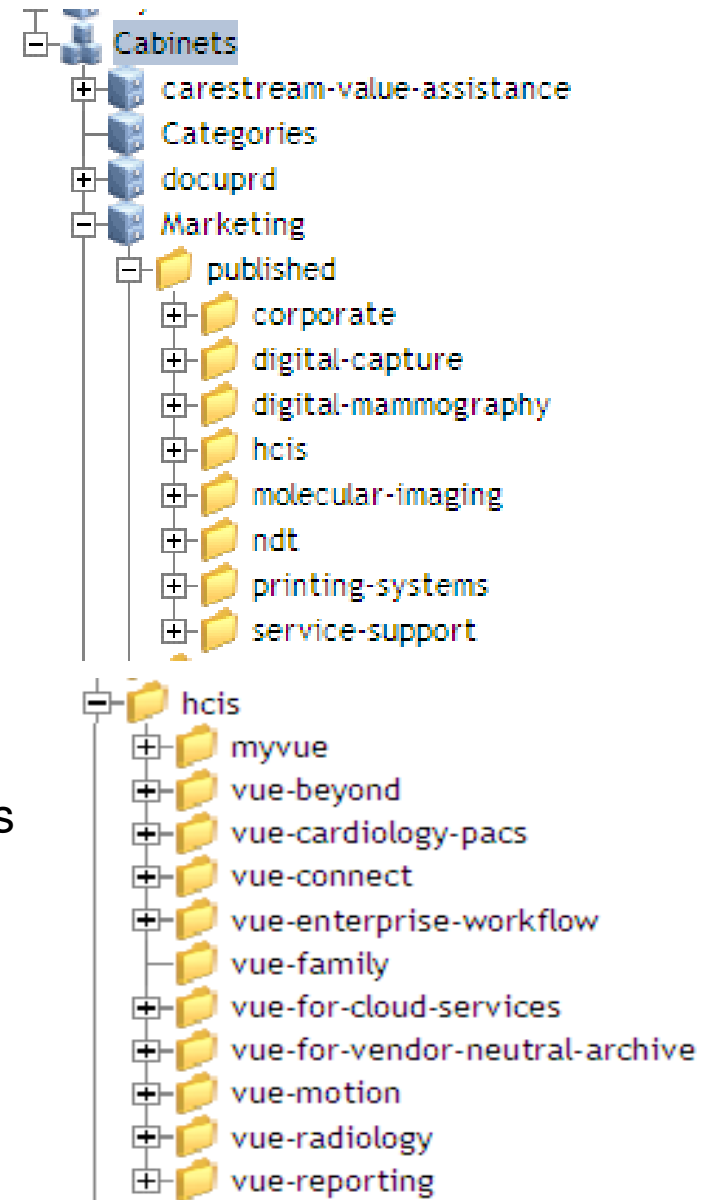
# The DAM File Structure

The content within our “Marketing Cabinet” is organized under a main folder called “published”

This folder contains sub-folders broken into Business Unit/Segment categories as well as a main “Corporate” category that will contain branding materials

The Business Unit/Segment categories are divided into individual product folders:

- Click on the “+” to expand that folder to see any subfolders
- A “+” indicates additional content in that folder, a “-” indicates no content is added to that folder



# Search For Content

You can search for content two ways:

1. Navigate through the file folders by drilling down to the area of interest

The screenshot displays a content management system interface. On the left is a hierarchical file tree under the 'published' folder. The tree includes categories like 'corporate', 'digital-capture', 'cr-dr-accessories', 'cr-dr-software', 'cr-family', 'cs-9300-system', 'directview-classic-cr', 'directview-elite-cr', 'directview-max-cr', 'directview-vita-cr', 'directview-vita-le-cr', 'directview-vita-se-cr', 'drx-1-system', 'drx-ascend-system', 'drx-evolution-dr-suite', 'drx-family', 'drx-mobile-retrofit-kits', 'drx-revolution-mobile-x-ray-system' (which is expanded to show sub-items like 'drx-revolution-ads-october-2012', 'drx-revolution-brochure', and 'drx-revolutions-ads-may-2012'), 'drx-transportable-field-portable', 'drx-transportable-universal-mobile', 'point-of-care-cr-360', 'q-rad-x-ray-systems', 'screens-and-cassettes', 'vet-campaign-materials', 'xfactor', 'digital-mammography', 'hcis', 'molecular-imaging', 'ndt', 'printing-systems', and 'service-support'.

The right pane shows the detailed view of the 'drx-revolution-mobile-x-ray-system' folder. The breadcrumb path is 'Cabinets/Marketing/published/digital-capture/drx-revolution-mobile-x-ray-system'. Below the breadcrumb, there is a table with columns 'Name' and 'Version'. The table lists the following items:

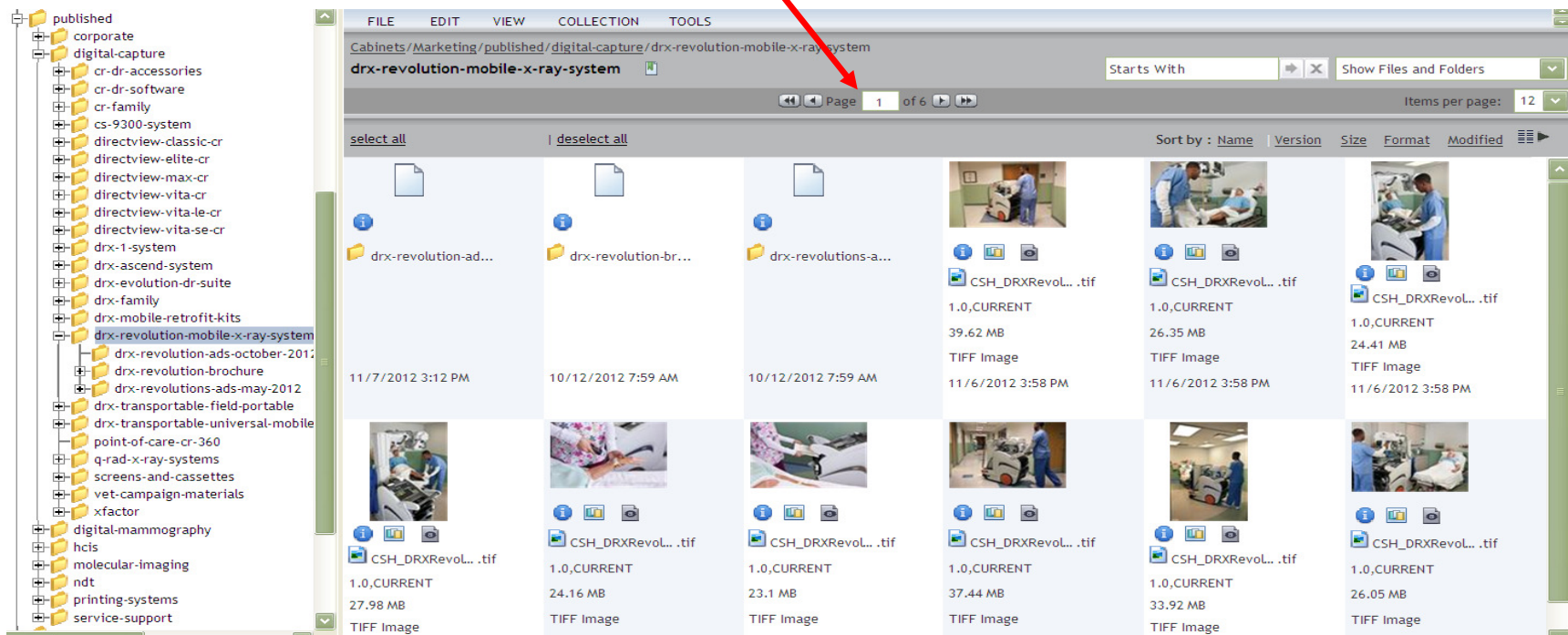
Name	Version
drx-revolution-brochure	
drx-revolutions-ads-may-2012	
CSH_DRXRevolution_Envir1_hires.tif	1.0,CURRENT
CSH_DRXRevolution_Envir10_hires.tif	1.0,CURRENT

Each row in the table includes a thumbnail image on the left and information icons (info, preview, download) on the right.

# Search For Content

When you double click on the product folder, all content available for that product appears to the right:

- You can quickly review the various materials available
  - All like items are grouped together (jpgs, folders with source files, tifs)
- When in “Lightbox View” Top bar indicates how many pages of items there are to choose from



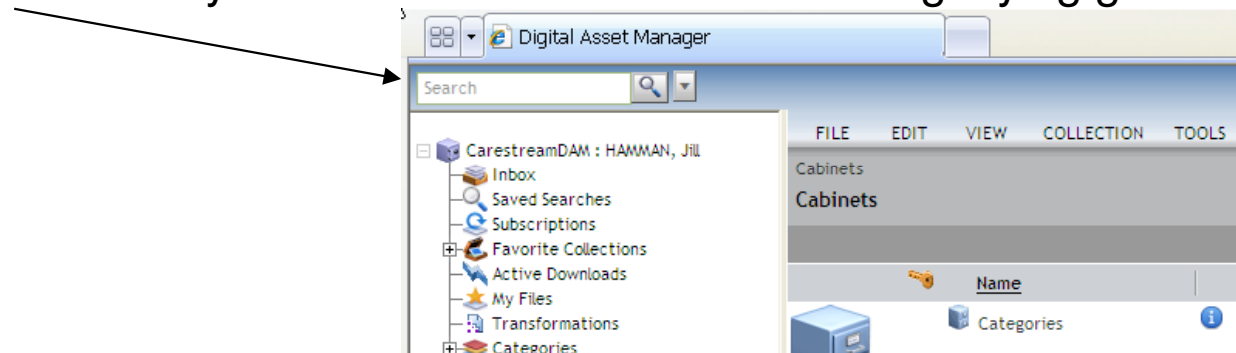


# Search For Content

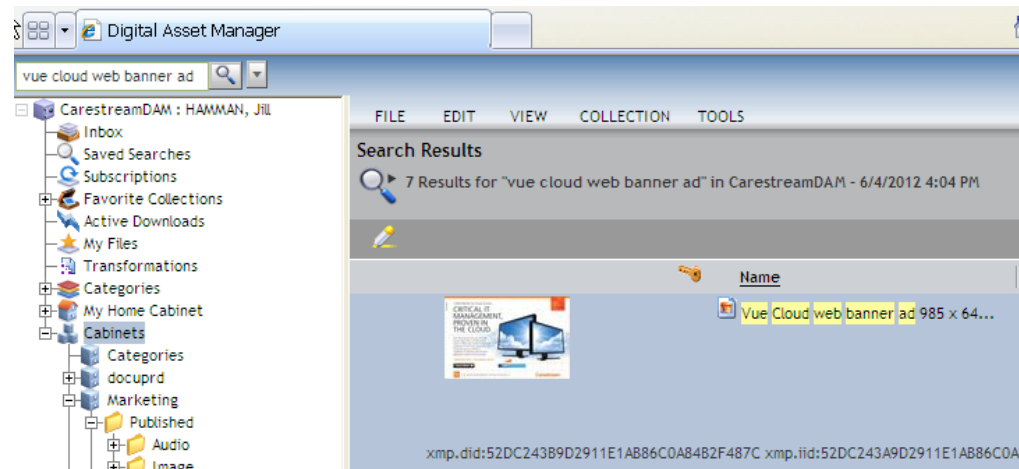
The second way to search for content:

2. Use the “Search box” function:

- Enter the key words of for your search in the box with the magnifying glass next to it



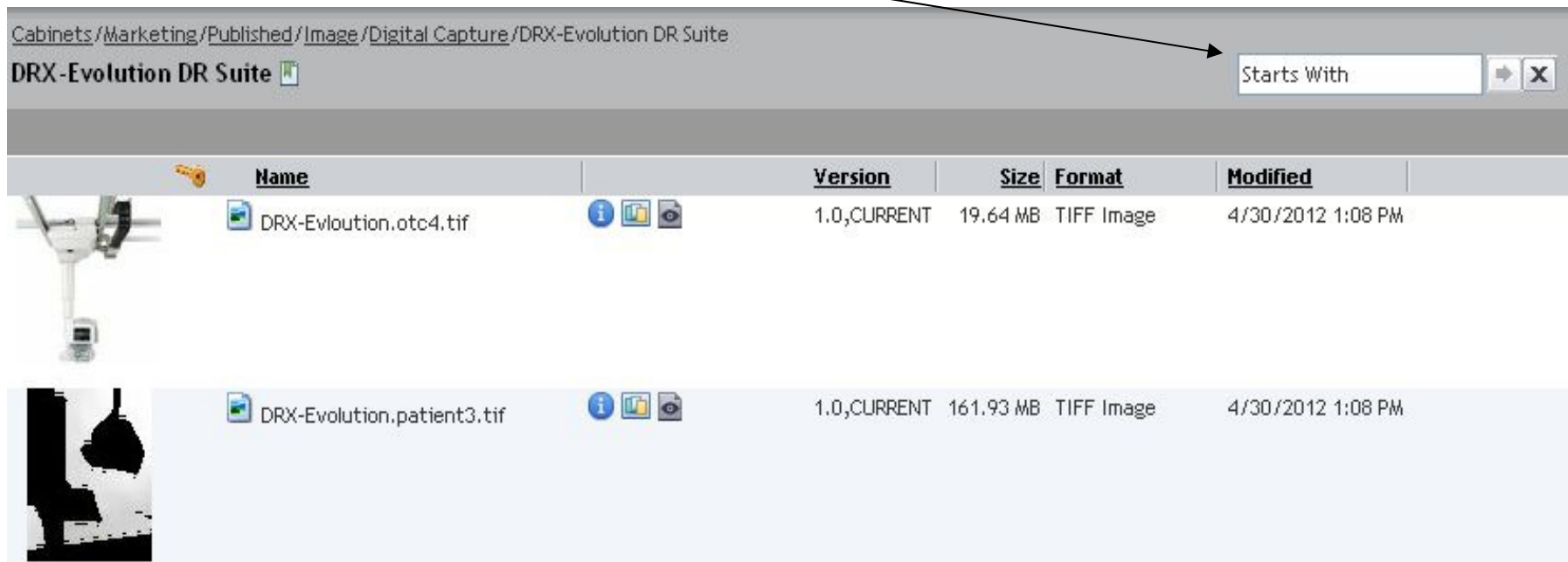
- Click the magnifying glass to display your search results





# Narrow Your Search Results

Once you have found content, via folder navigation or the search bar, you may still be left with a list of 100 files.

If you know the name of the file that you need, you can refine the list using the “Starts With” search bar:



The screenshot shows a file management interface. At the top, the breadcrumb path is "Cabinets/Marketing/Published/Image/Digital Capture/DRX-Evolution DR Suite". Below this, the folder name "DRX-Evolution DR Suite" is displayed. A search bar labeled "Starts With" is located in the top right corner, with an arrow pointing to it from the text "Starts With" search bar:". Below the search bar is a table of files.

Name	Version	Size	Format	Modified
 DRX-Evloution.otc4.tif	1.0,CURRENT	19.64 MB	TIFF Image	4/30/2012 1:08 PM
 DRX-Evolution.patient3.tif	1.0,CURRENT	161.93 MB	TIFF Image	4/30/2012 1:08 PM

# How Files Are Displayed

When you are in a collection of materials, you will see thumbnail images of the available items – the thumbnails below are of web banner ads:

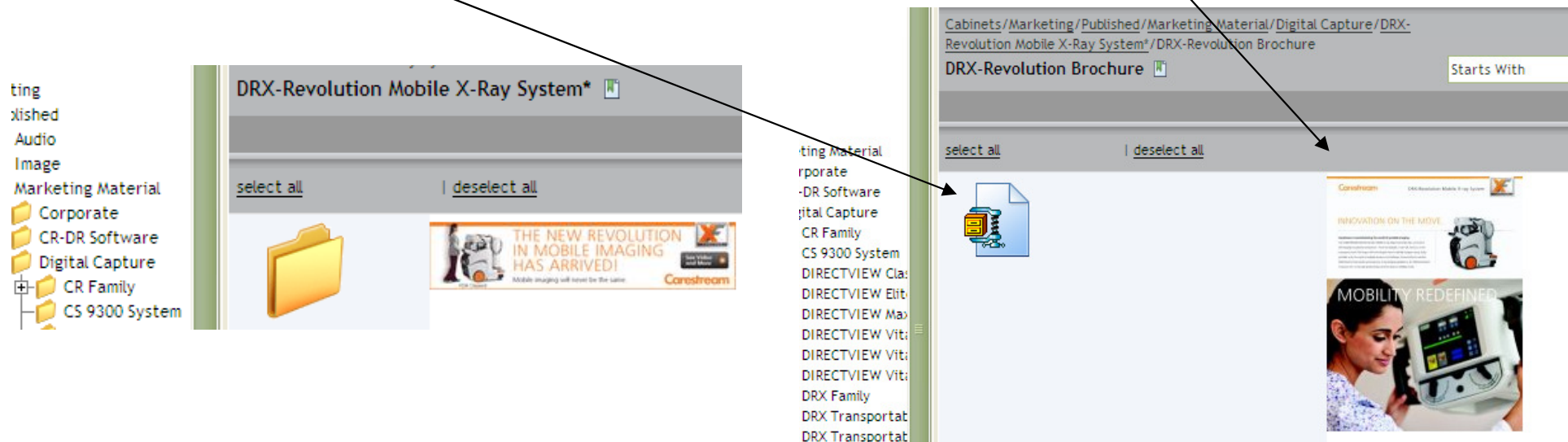
- Single items show immediately as thumbnail images
- Zipped files are contained within a folder that holds all of the source files along with a pdf of the piece



# How Files are Displayed

Double click on the folder to see the contents:

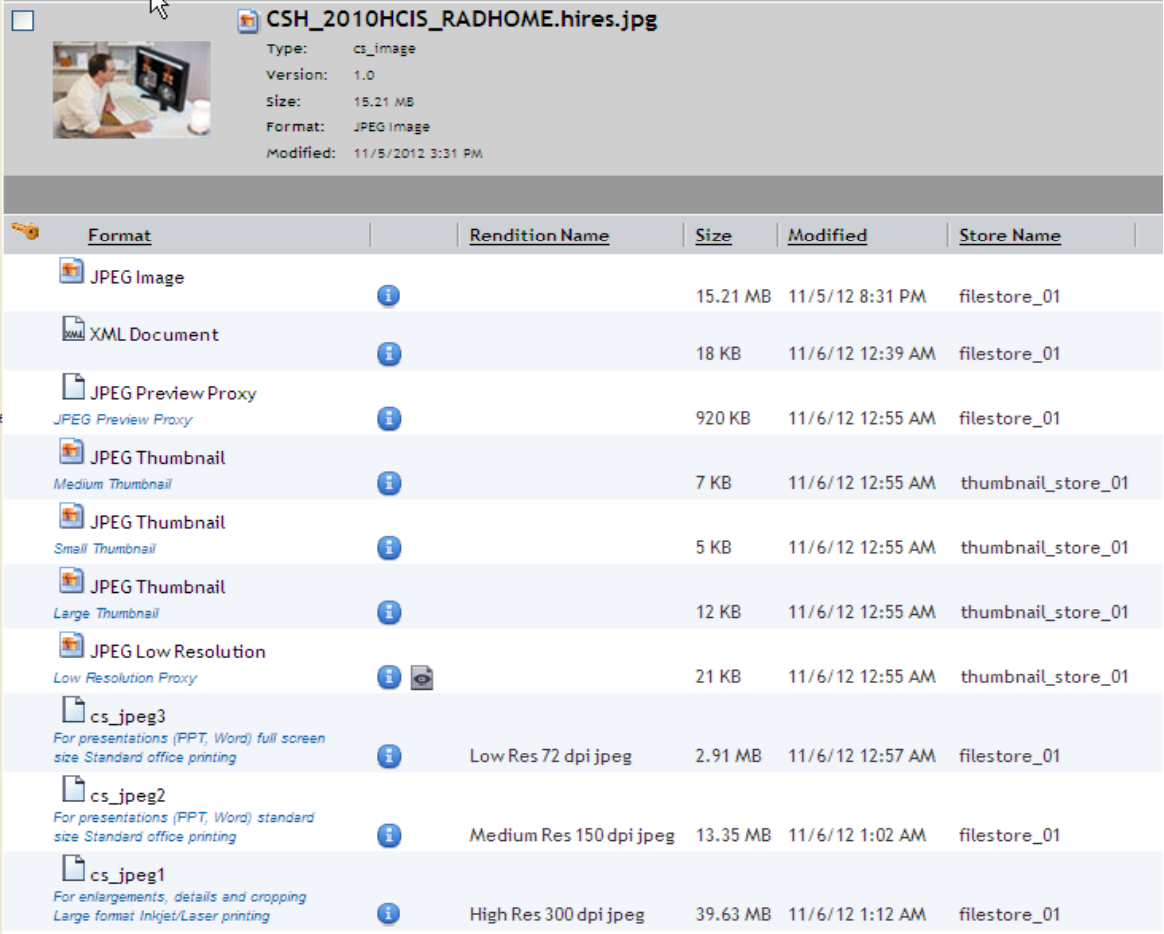
- A thumbnail of the piece is displayed for quick reference
- A zipped file contains all source files for that piece



# File Options

All image files (jpgs, tifs) have a variety of sizes to choose from. The system automatically generates the three most common file sizes used:

- Low Res – 72 dpi jpeg
- Medium Res – 150 dpi jpeg
- Hi Res – 300 dpi jpg



The screenshot shows a file management interface. At the top, a file named 'CSH\_2010HCIS\_RADHOME.hires.jpg' is selected. Below it, a table lists various renditions of this file, including different formats, sizes, and modified dates. The table has columns for Format, Rendition Name, Size, Modified, and Store Name.

Format	Rendition Name	Size	Modified	Store Name
JPEG Image		15.21 MB	11/5/12 8:31 PM	filestore_01
XML Document		18 KB	11/6/12 12:39 AM	filestore_01
JPEG Preview Proxy		920 KB	11/6/12 12:55 AM	filestore_01
JPEG Thumbnail		7 KB	11/6/12 12:55 AM	thumbnail_store_01
JPEG Thumbnail		5 KB	11/6/12 12:55 AM	thumbnail_store_01
JPEG Thumbnail		12 KB	11/6/12 12:55 AM	thumbnail_store_01
JPEG Low Resolution		21 KB	11/6/12 12:55 AM	thumbnail_store_01
cs_jpeg3	Low Res 72 dpi jpeg	2.91 MB	11/6/12 12:57 AM	filestore_01
cs_jpeg2	Medium Res 150 dpi jpeg	13.35 MB	11/6/12 1:02 AM	filestore_01
cs_jpeg1	High Res 300 dpi jpeg	39.63 MB	11/6/12 1:12 AM	filestore_01

# View Options

A list of files can be displayed in different ways via buttons in the top-right corner:

Thumbnail sizes

Thumbnail view

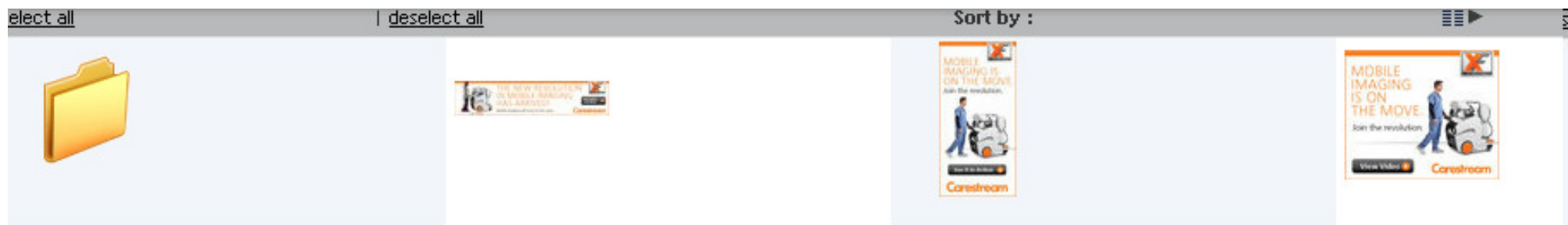
Lightbox view

List view

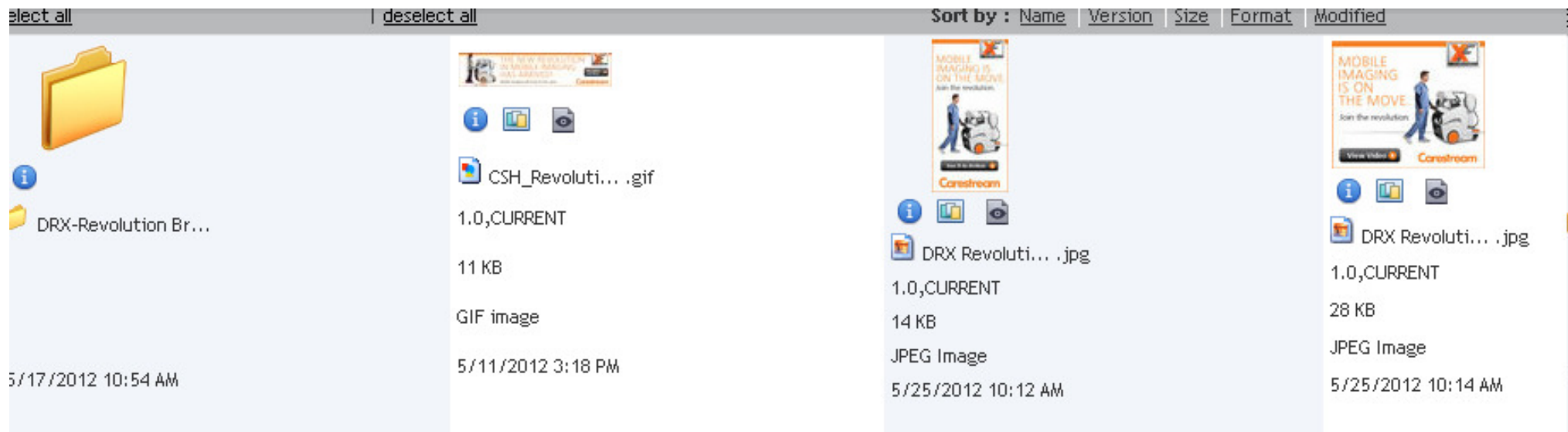


# View Options

Thumbnail view:




















Lightbox view:



# View Options

List view:

	 <u>Name</u>		<u>Version</u>	<u>Size</u>	<u>Format</u>	<u>Modified</u>
	 DRX-Revolution Brochure 					5/17/2012 10:54 AM
	 CSH_Revolution.AMMAY.INLINE.gif   		1.0,CURRENT	11 KB	GIF image	5/11/2012 3:18 PM
	 DRX Revolution web banner ad - 1...   		1.0,CURRENT	14 KB	JPEG Image	5/25/2012 10:12 AM
	 DRX Revolution web banner ad 180...   		1.0,CURRENT	28 KB	JPEG Image	5/25/2012 10:14 AM

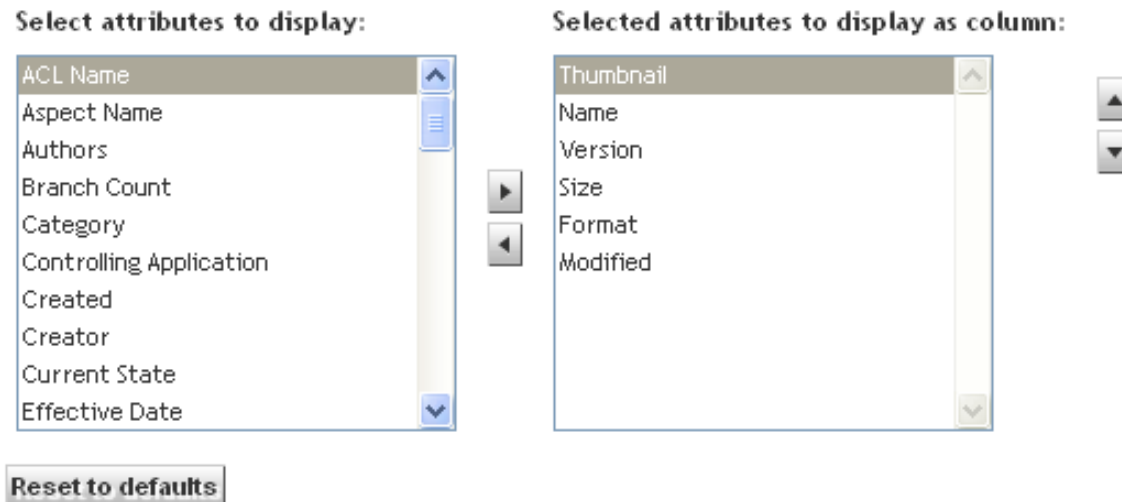


# Display Options

Based on personal preference, you can reorder, add, or delete columns by clicking here:



And browsing through this list:



# File Options

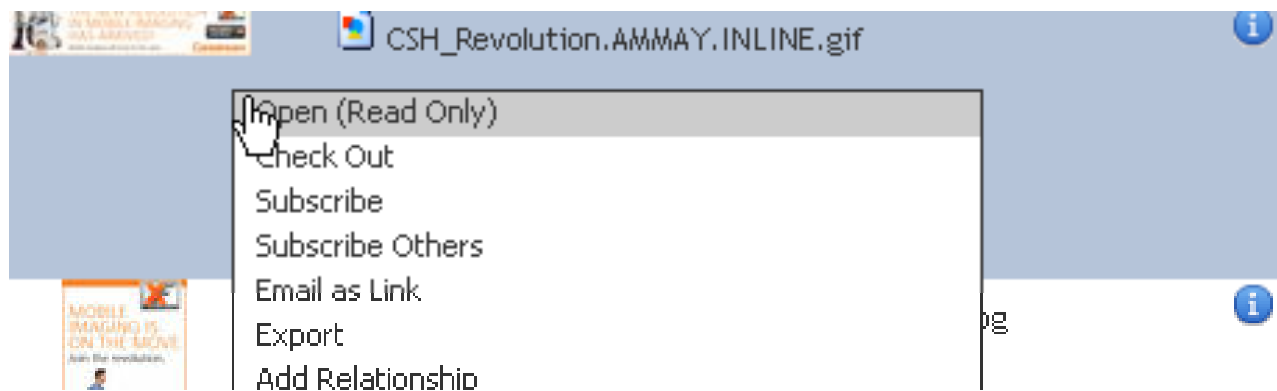
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Once locating a file, there are four things you can do with it:

1. Open the file – as a read only copy
2. Email a link to the file – send a link that will open the specific file (the link will only work for those who have been granted access to the DAM system)
3. Export the file – download the original file
4. Renditions – download different versions of the original file

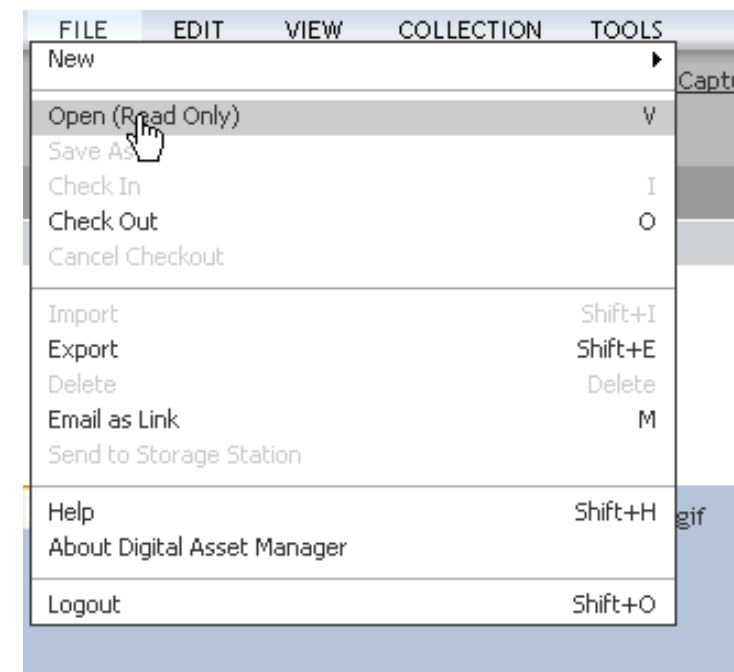
# 1. Open The File

- Right-click on the file and select “open (read only)”



- Click on the desired file, click “file” in the top-left corner, select “open (read only)”

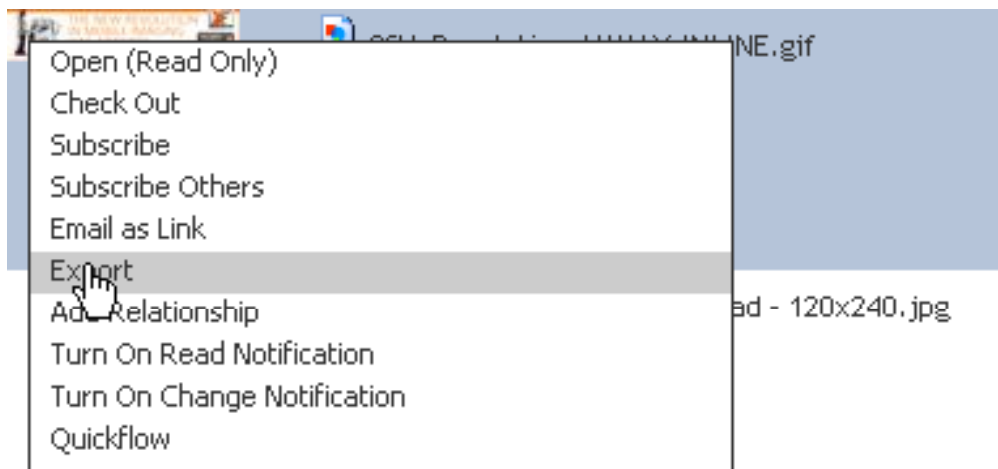
- You can also double click on the file name to open it



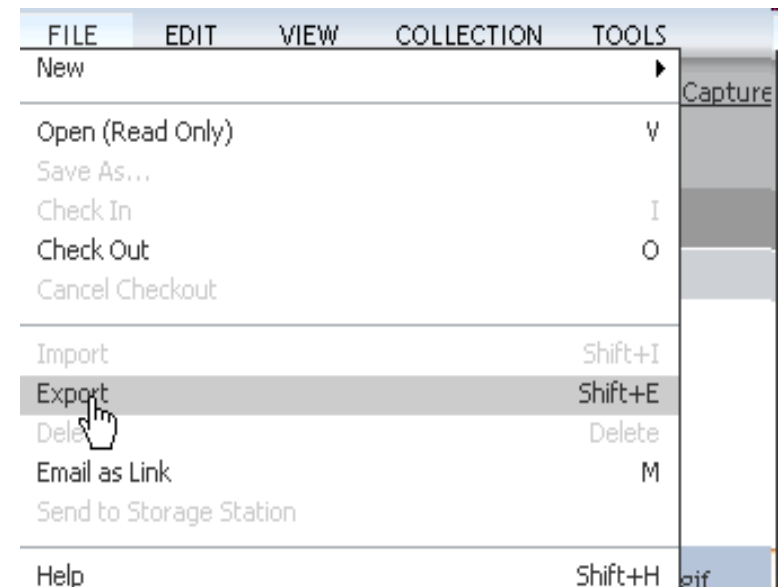


# 3. Export The File

- Right-click on the file and select “Export”



- Click on the desired file, click “file” in the top-left corner, select “Export”



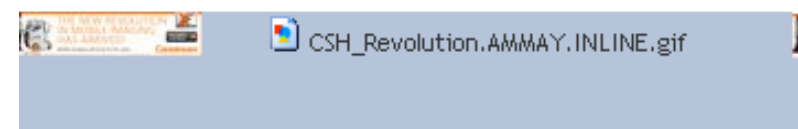
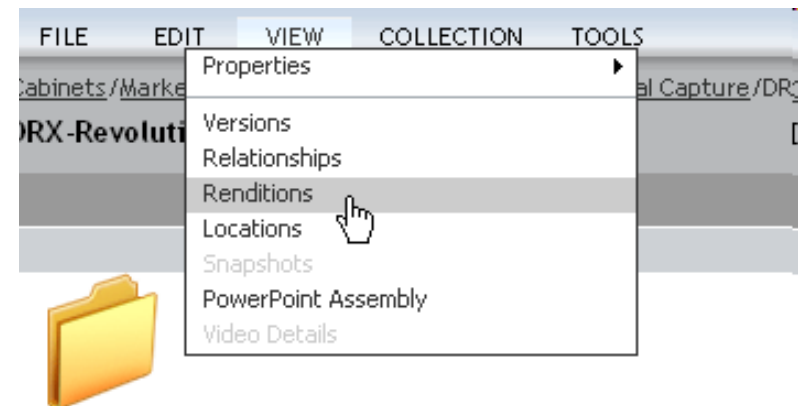
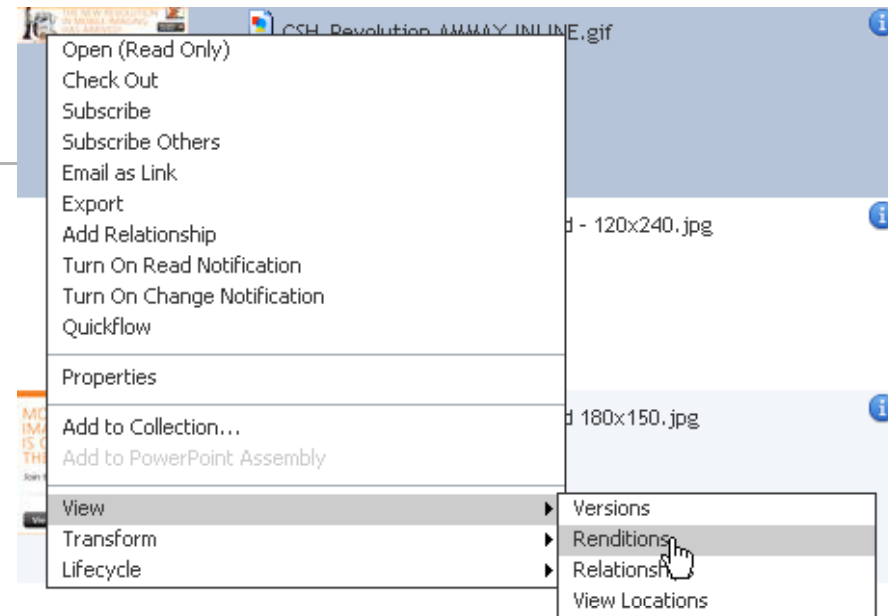
# 4. Renditions

- Right-click on the file, select “View”

and then “Renditions”

- Click on the desired file, click “view” in the top-left corner, select “Renditions”

- Or..Click on the “Renditions” icon





# Renditions Page




















Renditions are different file types and sizes of the original file, available for download.

CarestreamDAM: HAMMAN, Jill/Marketing/published/corporate/people/42-23470835cmyk.psd

**Renditions**

☐



**42-23470835cmyk.psd**  
 Type: cs\_image  
 Version: 1.0  
 Size: 112.21 MB  
 Format: Photoshop 6.0 image  
 Modified: 11/5/2012 4:06 PM

Format		Rendition Name	Size	Modified	Store Name	
 Photoshop 6.0 image			112.21 MB	11/5/12 9:06 PM	filestore_01	
 JPEG Preview Proxy		JPEG Preview Proxy	707 KB	11/6/12 1:30 AM	filestore_01	
 JPEG Thumbnail		Medium Thumbnail	6 KB	11/6/12 1:31 AM	thumbnail_store_01	
 JPEG Thumbnail		Small Thumbnail	5 KB	11/6/12 1:31 AM	thumbnail_store_01	
 JPEG Thumbnail		Large Thumbnail	9 KB	11/6/12 1:31 AM	thumbnail_store_01	
 JPEG Low Resolution	 	Low Resolution Proxy	13 KB	11/6/12 1:31 AM	thumbnail_store_01	
 cs_jpeg3		For presentations (PPT, Word) full screen size Standard office printing	Low Res 72 dpi jpeg	2.09 MB	11/6/12 1:32 AM	filestore_01
 cs_jpeg2		For presentations (PPT, Word) standard size Standard office printing	Medium Res 150 dpi jpeg	10.19 MB	11/6/12 1:34 AM	filestore_01
 cs_jpeg1		For enlargements, details and cropping Large format Inkjet/Laser printing	High Res 300 dpi jpeg	32.9 MB	11/6/12 1:40 AM	filestore_01

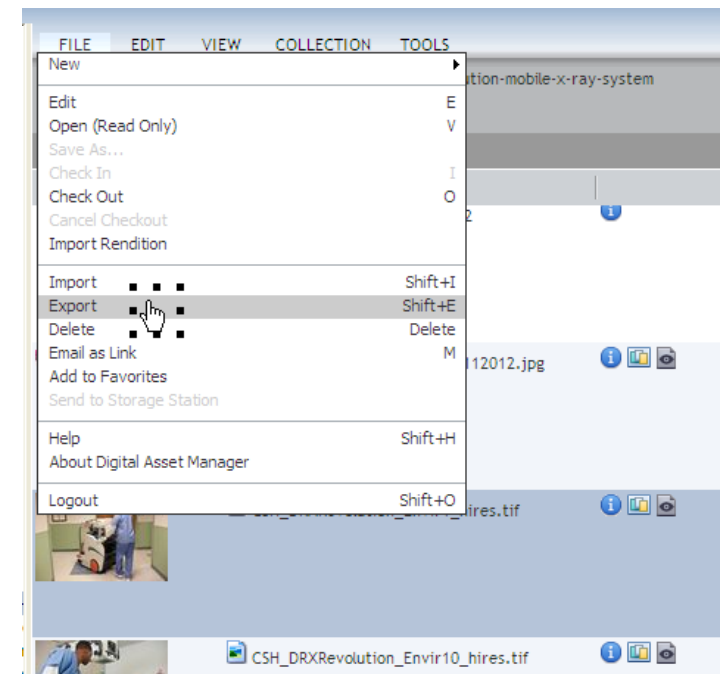
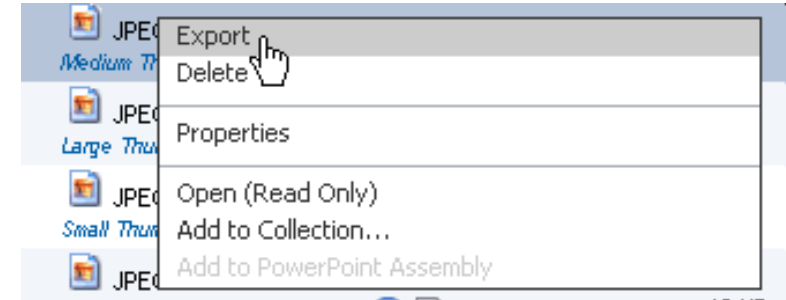
# Downloading Files

Once you navigate to the file you want to download:

- Click once on the file to highlight the file
- Right-click the file and select “Export”
- Choose destination to export file to (file name will remain the same)

Or

- Click once to highlight file
- Go to File in the tool bar and select “Export”

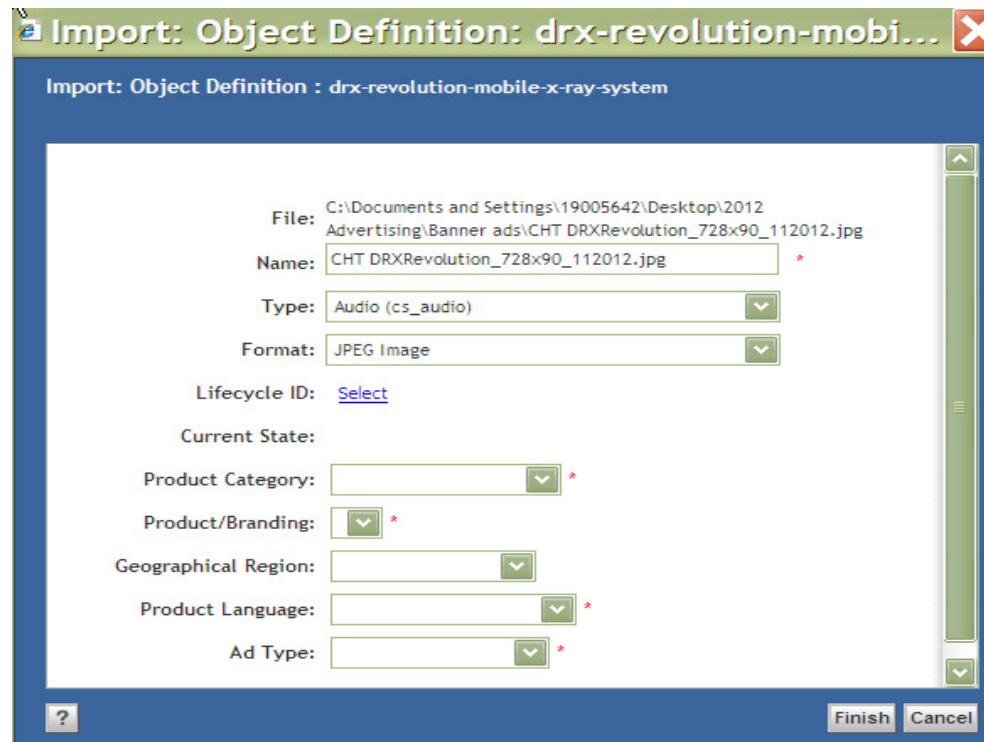




# Uploading Files

Not all users have access to upload files. The region marketers who will be uploading files should have the appropriate access.

- Uploading files is as easy as drag and drop
- Locate the main segment category folder and then the product subfolder
- Drag and drop the material into the folder, then a pop menu will appear:



# Uploading Files

- Use the drop down menu to label the content you are loading:
  - Name of file: i.e. DRX Revolution web banner ad, 728 x 90
  - File Type: Audio, Image, Marketing Materials, Video
  - Format field will auto populate based on the file type
- Other fields to be completed based on content of material
- Click “Finish”

The screenshot shows a software window titled "Import: Object Definition: drx-revolution-mobi..." with a close button (X) in the top right corner. The main title bar reads "Import: Object Definition : drx-revolution-mobile-x-ray-system". The window contains a form with the following fields:

- File:** C:\Documents and Settings\19005642\Desktop\2012 Advertising\Banner ads\CHT DRXRevolution\_728x90\_112012.jpg
- Name:** CHT DRXRevolution\_728x90\_112012.jpg \*
- Type:** Audio (cs\_audio) [dropdown]
- Format:** JPEG Image [dropdown]
- Lifecycle ID:** [Select](#)
- Current State:**
- Product Category:** [dropdown] \*
- Product/Branding:** [dropdown] \*
- Geographical Region:** [dropdown]
- Product Language:** [dropdown] \*
- Ad Type:** [dropdown] \*

At the bottom right, there are "Finish" and "Cancel" buttons. A help icon (?) is located at the bottom left.

**Carestream**