

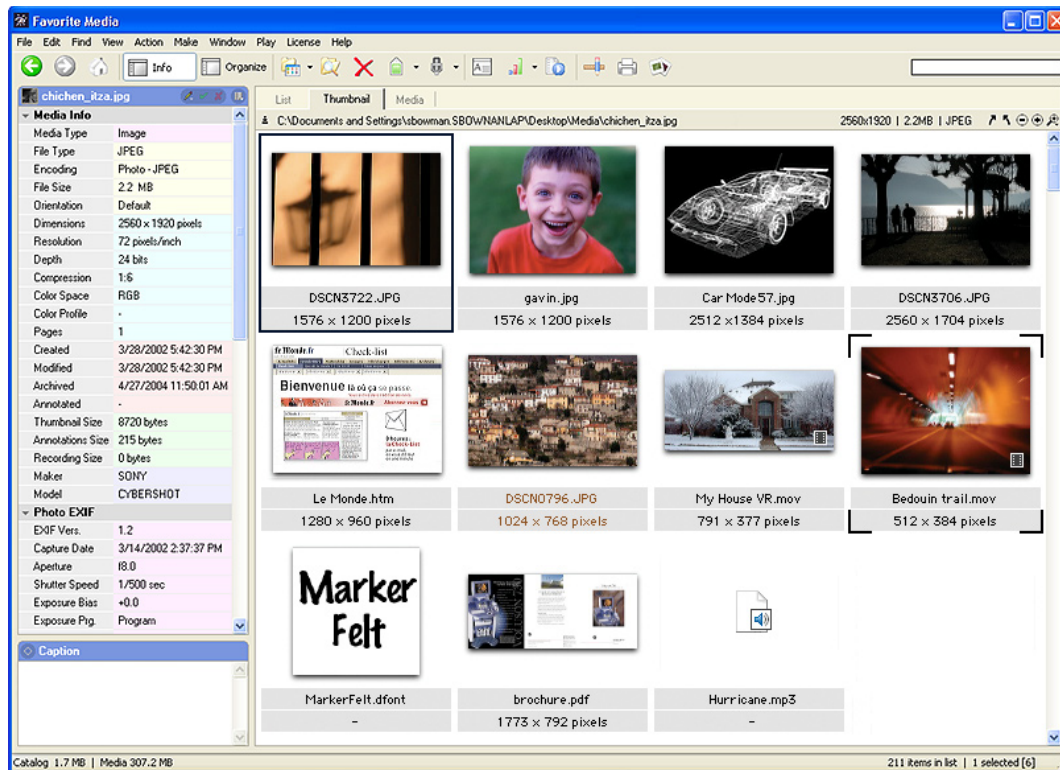


iView® Media Pro™ 2

Windows®
Macintosh

Media management made easy

MEDIAPRO OVERVIEW — Version 2.6



Welcome to iView® MediaPro, the seamless workflow application from iView Multimedia™. iView MediaPro is the essential companion for creative professionals and photographers. It facilitates effective media management and distribution via Web sites, slideshows, contact sheets and catalogs.

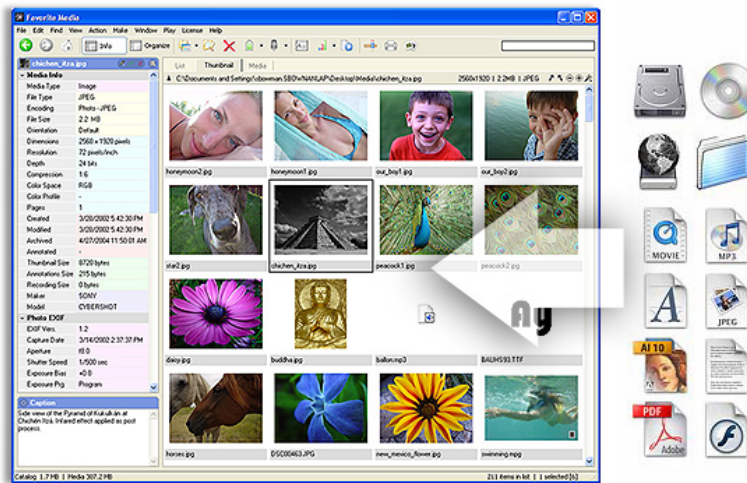
Creative professionals and photographers are drowning in data. Organizing, managing and searching a large library of digital assets requires a flexible image-cataloging solution. Cost savings and time-to-market are key factors in a creative professional's digital workflow.

iView's award-winning, innovative software provides this: its key strength is the robust and highly flexible management of digital media files—graphics, photos, audio, video, fonts, HTML, and more. iView is continuously being developed in response to the input of a loyal and demanding global customer base. iView MediaPro makes media management easy.

Importing your media

iView MediaPro can import and catalog over 100 formats, including photos, RAW camera files (Nikon, Kodak, Canon, Minolta, Fuji, and Olympus), digital camera files, illustrations, video, audio, HTML, fonts. Getting started is easy, there are various ways to import files, including:

- **Directly from the camera:** For photos on a connected camera, iView MediaPro can automatically download the images onto the computer hard disk and import into a catalog. Includes option to delete media from the camera and annotate the media as it is imported, plus a choice of where to store the new media.
- **Drag-and-drop:** For files already on the hard disk, drag-and-drop the files, folder, or even your entire hard disk onto the application icon or onto an open catalog. iView MediaPro will also import clips dropped from an Internet browser, from a url, from the clip board, and from any other drag-and-drop savvy application and store it in a selected Drop Folder. This can also be automated with Folder Watching, which will alert a user when a new file is available/added to a catalog.



Flexible and fast: Importing on iView MediaPro does not tie up your machine, so valuable time is never wasted. The application works with thumbnails, thereby allowing a quick input time. Once the size of the catalog has been calculated, all new media can be viewed throughout the import process, so viewing and cataloging can begin even before the whole file has opened. Alternatively, iView MediaPro can work in the background, while users multitask on the computer.



The Catalog

At its simplest, a catalog is a collection of media files or clips. The iView MediaPro catalog:

- is small, lightweight and portable. It doesn't store the actual files, it simply creates file previews which can be viewed as resizable thumbnails. The size of the catalog is determined by the size of the preview.
- can be viewed and edited even when the original media is stored off-line, for example on a CD-ROM or removable drive.
- doesn't duplicate files— the same files can appear in different catalogs or in different categories without being duplicated on the hard disk.
- allows an infinite number of catalogs and classifications.

How iView MediaPro catalogs work

iView MediaPro stores information about media files in catalogs. A catalog is a searchable and organizable database that contains:

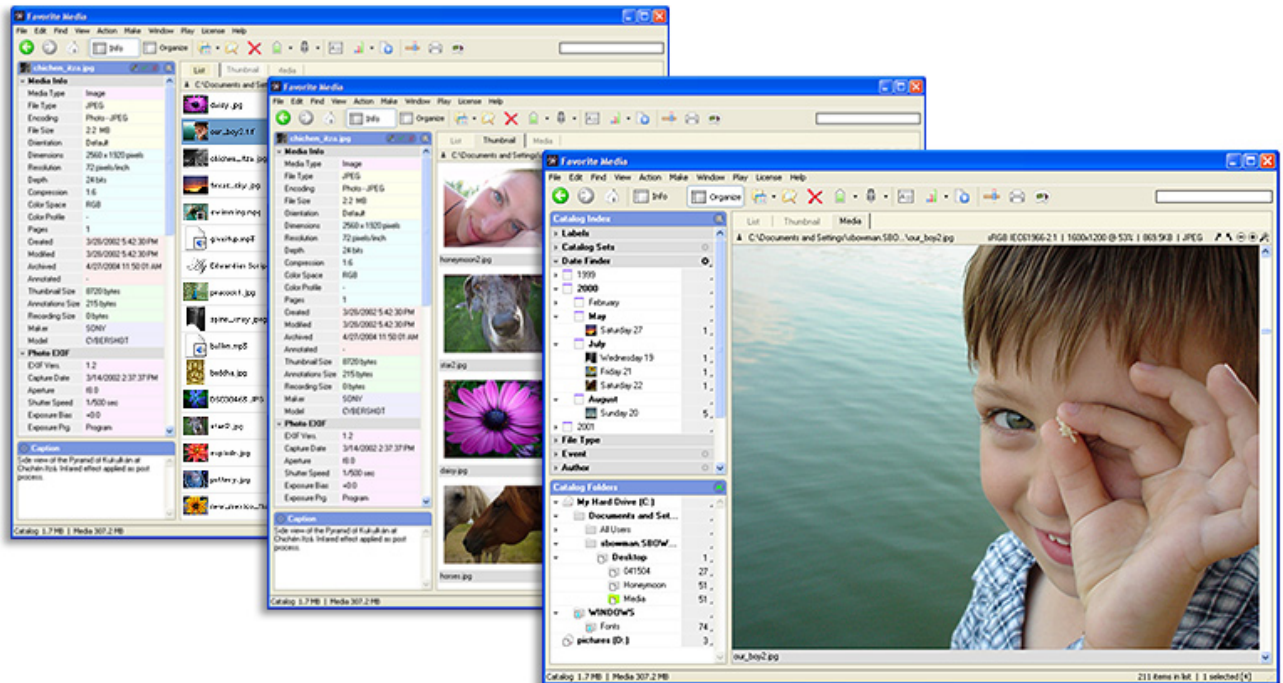
- a thumbnail of each media file;
- information about each file relevant to the media type;
- tags(annotations) that organize media;
- the location of the original file on hard disk, CD-ROM, or other volumes (mounted or unmounted).

A user can create an infinite number and variety of catalogs. For example, one can have a catalog of all photos, one with video clips, and one with audio files. Or, one could create a single large catalog of all the user's media. Each catalog can contain up to 128,000 files, and a user can have an infinite number of catalogs.

Creating a catalog

It's incredibly easy: Import the files, place them in the desired order (either by criteria or by dragging the thumbnails), annotate, then save.

iView® Media™ Pro™ 2



Views within the catalog

iView MediaPro offers three ways to view a catalog:

- **List:** A fully customizable text table of media files. Can be viewed and edited even when media is offline.
- **Thumbnail:** Resizable previews of the originals. For movie files, select a single frame from which to create the thumbnail—particularly valuable as the first frame of a movie is often blank (pause movie at required spot then select “Rebuild thumbnail” from action menu). Play movies back in the thumbnail view.
- **Media:** A full rendering of the original. Movies, QTVR, Flash and audio files are interactive in this view. Multi-page and multi-layer files, such as PDF or Photoshop files, are viewed using the Pager tool.

Browse and distribute media

iView MediaPro’s ability to handle an unlimited volume of files makes it the ideal system for viewing a comprehensive digital media repository. With just one click users can easily review, edit, organise and export any collection of files.

File information

Of paramount importance in any cataloging process is the information attached to each file, group of files, or catalog. This information helps organize and locate files. A short time spent tagging the media for one's particular needs will greatly increase the speed, reliability and flexibility of searches. iView MediaPro provides:

- **Media info:** On import, any information that the camera has already attached to the file will automatically be read and saved, from basic information (e.g., date created, file type, file size) to more complex information (e.g., RAW camera data, type of camera used, aperture, shutter speed, ISO) and professional annotations (e.g., XMP, IPTC, EXIF, and QuickTime).
- **Keywords and annotations:** Individual users can label their files from a vast number of criteria for fast and easy management and reliable archiving (even when the media is stored on an external volume, e.g. CD-ROM). Label and categorize media using unlimited keywords; captions (text and voice); catalog sets; user-defined, customized annotations; color swatches; and more. Also attach industry standards, such as IPTC and XMP fields and copyright information.
- **Batch rename:** Quickly name, number, and batch annotate groups of files. Rename and annotate as many files as are in the catalog.

Organize, annotate and locate media

iView MediaPro 2 enables instant searching, annotating and classifying across large volumes of media files.

- **Drag-and-drop Organizer:** In a single click one can search and view media by any criteria, including the full range of IPTC or XMP fields and user defined fields or sets, and carry out any operation on the resulting visible files.

The Organize Panels lists all visible tags present in the catalog. These field summaries can be hidden or revealed simply by selecting or deselecting the fields from the drop down menu. (When viewing the catalog with the Catalog Reader, this selection is retained.)

A user can assign these values simply by dragging and dropping the media individually or in batches over the existing data values. This greatly speeds up and simplifies the annotation process. It's also particularly helpful for global searches or groupings, allowing a quick comparison across hundreds of files. Such a search often reveals inconsistencies, thereby ensuring the standardization and accuracy of annotations across the media.

- **Info Panel** provides a snapshot of the aggregate properties and annotations of individual media files. Edit and check accuracy of information within a single, customizable list: no need to remember to open multiple or pre-set dialogs.

Along with XMP tags, version 2 supports batch editing of annotations for multiple media files.

It also provides features for creating multiple auto-fill presets relative to specific projects or recipients of the media files. Auto-fill automatically assigns entries to one or more annotation fills.

- **Catalog-wide searching** can be actioned quickly and directly from the catalog window search box. Search for text on any criteria attached to the media, or search for labelled items within the catalog.
- **Find:** The traditional Find dialog offers complete flexibility for robust searching and retrieval. Searches can be done within the current catalog, open catalogs, recent catalogs or across catalogs in a folder. Searching is not case sensitive and includes all EXIF, IPTC, XMP and media files. Additionally, search patterns can be saved for quick future access.

Criteria for searches range from the basic info, such as file name and size, to sophisticated criteria required by digital professionals, such as camera make or model; width or height of an image; or color swatches. Search criteria also includes user-defined information such as keywords, categories, or copyright.

- **Advanced search capabilities:** Use Boolean criteria such as “and” and “or”. Perform additional searches, further refining the search results until the exact files have been retrieved. Particularly useful when searching large or complex volumes or catalogs under deadline or time-to-market constraints.
- **Catalog Finder** allows you to quickly locate and preview all iView MediaPro catalogs on a storage volume (hard drive, CD-ROM, DVD-ROM, removable media, network, etc.).

▼ Media Info	
Media Type	Audio
File Type	MP3
Encoding	ms
File Size	3.9 MB
Orientation	Default
Duration	00:04:15
Data Rate	15.6 KB/sec
Audio Channels	Stereo
Audio Rate	44100 Hz
Audio Bit Size	16 bits
Created	3/3/2002 7:38:04 AM
Modified	3/3/2002 7:38:04 AM
Archived	4/24/2004 9:45:04 AM
Annotated	-
Thumbnail Size	0 bytes
Annotations Size	78 bytes
Recording Size	0 bytes

Organizing and managing original files

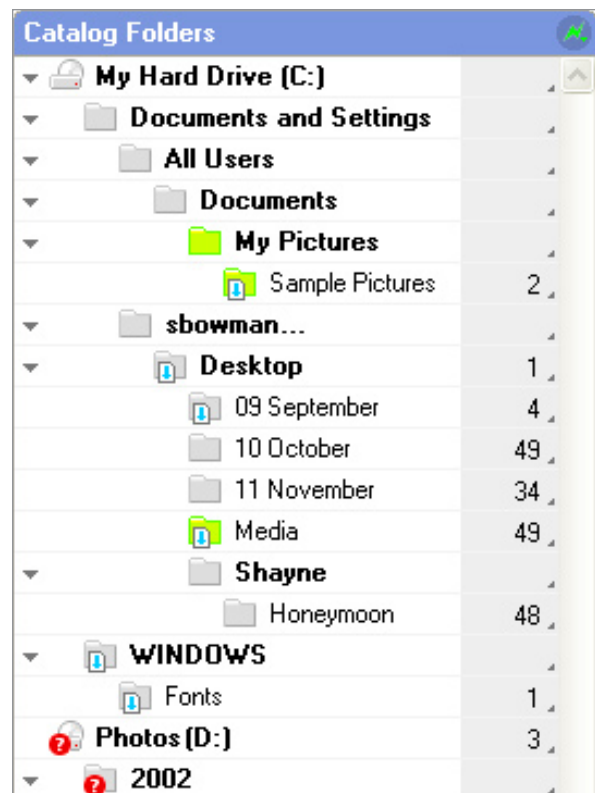
iView MediaPro's sophisticated file and folder management streamlines digital workflow. It provides direct and robust control over one's file system, such as tight Finder integration (including automatic file synchronization and folder watching), varied and secure archiving and distribution options, batch move and rename.

- **Folder Panel** allows the management of files and folders associated with a media catalog. It automatically updates references to the original media.

Folders are displayed in hierarchies, allowing for quick review of their contents within the application and confirmation of the synchronization status between the catalog items and original files. In addition, users can perform operations, such as opening, moving or revealing files or folders in the Finder; renaming and batch renaming files; reset or update paths; creating or renaming folders; and deleting items either from the catalog or trashing the original file—without leaving the application.

- **Catalog-wide Folder Watching:** Once the Folder Watching option has been selected, iView MediaPro will constantly monitor a catalog for changes to existing files within or the addition of new files to specified folders.

A range of visual indicators will alert the user to new content. One can choose to manually or automatically import the new or updated files. This functionality is particularly useful in situations where media is continuously being updated by multiple users working to deadline. For example, on a busy picture desk, where the user can immediately see images as they are added across a whole network. Or by an individual user seeing new images appear as they scan them or download them from either the Internet or their digital camera.



Archiving and distribution

iView MediaPro is a powerful cataloging application with varied and secure output capabilities as required by both novice and sophisticated users. So far, we have discussed the features which can greatly reduce entry time and facilitate searching and browsing, such as batch labelling multiple images. In terms of the digital professional, he needs to get his digital assets to his audience for review or purchase, be it an individual client waiting on a contact sheet, or a broadcasting company waiting for a real-time feed of images from a sporting event or photo shoot. An all-digital workflow (capture, organize and edit, export) will produce remarkably faster image turnaround at lower costs.

Slide shows and movies:

- Flexible **Slide Show** presentations require no set up, allow the user to reconfigure settings simultaneous with running the slide show
- Customizable with different background colors, settings and audio tracks. Different set ups can be attached to individual catalogs, which will be maintained even when viewing with the cross-platform iView MediaPro Catalog Reader (available for free download from the iView Web site and in the boxed product).
- Speed settings, media scaling and cropping, layout grids and transition effects can be applied individually, to a group of selected files, or globally (i.e., to a whole catalog).
- Any sequence can be played from any point in the catalog (select files, then press space bar).
- Single or multi audio tracks can be played and synchronized to the images. Use the voice recording feature to add a commentary.
- Create **QuickTime Movies** from slide shows. The movie will match the current settings of the slide show, and includes both global and individual timings, transitions, scaling and grid settings. It also supports embedded audio and movie files in up to 16 channels. Ideal for Web or full screen presentations.

Note users of version 1.+ : The file size of the QuickTime movie slide show has been significantly reduced compared to the file size generated by MediaPro 1.5. The following features have been removed in version 2 to allow the full integration between slide show and movie creation:



- Specify visible annotations within the slide show mode.
- View “Sets” within the slide show as been replaced by “Labels”

Web galleries:

Automatically create Web pages of photos, images, movies and audio. iView MediaPro offers a built-in set of customizable, professional templates or the user can create his own.

iView MediaPro generates the entire Web structure (complete with Index and associated media pages) using media and annotations from the specified catalog. HTML vocabulary can be embedded into the template to extract media and annotations from the catalog. This flexible approach gives MediaPro users a powerful time-saving solution for distributing their deliverables for review. Scripting routines can be added to further automate the entire workflow or update the content of the Web site. (Currently supports Applescript, Mac only.)

Contact sheets:

Essentially a file containing visible thumbnails from a catalog. It can be saved in a variety of formats for flexible, user-friendly editing and distribution across a number of applications (such as Photoshop and Illustrator). Control file size and quality of images by adjusting resolution format, and physical dimensions of the thumbnails.

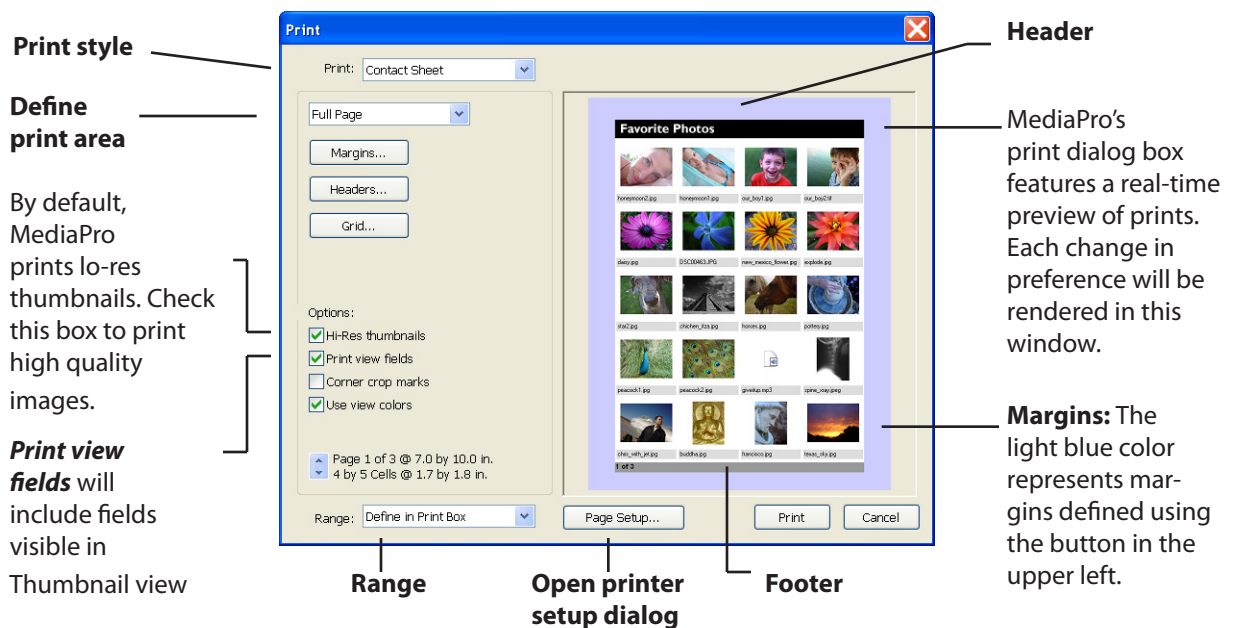
A user can create a catalog of contact sheets as a means of indexing his catalogs. Use the Hi Res Thumbnail option for quality printing of this index.

Cross-platform CD-ROMs and DVD-ROMs:

A portable solution for distributing digital assets to those clients or contacts who work on a different platform. It's as easy as creating a catalog, exporting it from iView MediaPro as an HTML gallery, and then burning the gallery files onto a CD-ROM (using ISO 9660 format).

Alternatively, use the royalty free iView MediaPro Catalog Reader to distribute catalogs to non-iView MediaPro users without any costs or restrictions. Simply burn the media assets, the catalog and a copy of the Catalog Reader onto a disk.

Print dialog: Contact sheet mode:



Advanced printing:

Using a WYSIWYG interface, print high res, customized contact sheets as well as full page images—up to poster size, if required. The size and scale of the media or the number of items on a page can be modified as required. Metadata and annotations can be included on the printout.

PDFMaker:

Customize print output by producing PDF composites of any size and layout with any or all of the media in iView MediaPro catalogs. The PDF can include any number of different image sizes or cells anywhere on the layout. The file can be further edited in an image editing program, (such as Photoshop or Illustrator) before printing.

Image editing

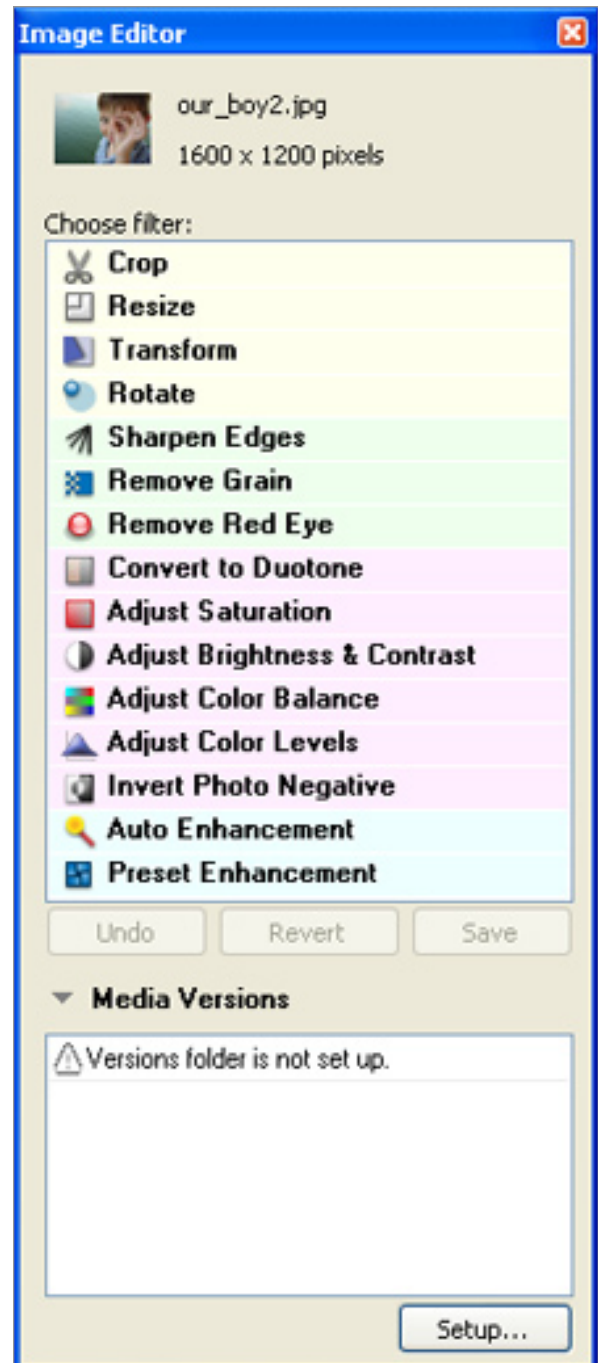
iView MediaPro appreciates that digital professionals may already have an established workflow with actions or settings already set up in Photoshop or similar software, and therefore offers industry standard image editing functionality to support those last minute adjustments:

- quickly crop photos;
- sharpen blurred images;
- restore and balance color;
- optimize contrast and exposure;
- radically alter color with iView MediaPro's extensive color palette;
- keep track of any changes through version control, preserves the original file while giving the flexibility to experiment.

Version 2 offers advanced image editing and calibration tools, and also allows the user to rename, convert and color manage media in single or batch mode.

New functionality includes:

- one-click auto enhancement tools (based on Minolta technology) to compensate for under or over exposure, low contrast, backlighting, or a host of other embedded parameters;
- improved cropping;
- precision rotation;
- sophisticated red-eye removal;
- batch editing, by simply selecting the media before applying any tool or effect.



Enhanced Color Profile Manager

On the Macintosh platform, iView MediaPro has always supported ColorSync for image files (JPG, TIFF, PICT, PDF and Photoshop files). Version 2 further leverages this technology to improve color profile management from input source through to final printing.

Version 2 provides visual previews of color profiles before embedding them in the original file, giving the user greater flexibility to test a range of color profiles before saving the best match to the original. This feature now also applies the color profile to the preview (Thumbnail view) as well as the originals (Media view).

On the Windows platform, version 2 supports ICM (Image Color Management). The software honors any color profiles embedded in images and the user's display profile.

File conversion

Convert images, audio and movies into a range of different formats. Convert large files into more portable sizes and formats for easy distribution.

Archive and backup

Files can be backed up onto any connected drive or portable media storage device, including CD-ROMs and DVD-ROMs. Burning a CD-ROM is a reliable, straightforward, and portable secure method of storage. The user can distribute his catalogs to non-iView users if the media assets, catalog and Catalog Reader are all included on the disc.

iView Catalog Reader

This cross platform, royalty free software allows the iView MediaPro user to distribute and present iView catalogs to anyone on either the Macintosh or Windows platform at no cost or restriction. Simply burn iView Catalog Reader and the desired catalog to CD-ROM or DVD-ROM; send by e-mail; or distribute across a network. iView Catalog Reader is included in every boxed iView Media Pro 2 product. It is also free to download from the iView Web site (www.iView-multimedia.com). It has backwards compatibility with previous versions of iView software, and will open catalogs written by iView Media 1.2., iView MediaPro 1.5 or MediaPro 2.0.

iView Catalog Reader supports the full 100+ file formats of MediaPro and includes the Slide Show function of both Media and MediaPro. The look and feel of a catalog or the Slide Show in Media or MediaPro will be maintained when viewed with the Catalog Reader.

Choose whether to include original media with a catalog which will be distributed. This will protect the digital assets from being copied while still allowing others to view the media in the “Thumbnail” view. If original media is included, a Catalog Reader user will be able to view the full catalog, but it doesn’t allow the viewer to alter the catalog or to create new catalogs.

New since Version 2.5

- ***New and improved user interface***, with enhanced organizational features and leveraging the signature “single window” iView MediaPro workspace. The simplicity and ease of use gives the user greater flexibility, speed and a “transparent” tool that drops right into his already established workflow. The software seamlessly integrates with current industry standard interfaces, so a user can move between Photoshop and iView MediaPro with a solid familiarity about tools, functionality, etc.
- ***Support for Adobe XMP annotations***, complements current iView MediaPro support for IPTC and QuickTime metadata standards. By allowing the user to embed data directly in the file itself, these standards effectively create “smart assets” that retain context when passed across multiple file formats, software applications, devices, and databases. The direct working benefit to the user is:
 - flexible search and retrieval and repurposing of rich media across diverse file formats and databases;
 - longevity and portability of digital assets. The user will be able to find and repurpose source files across multiple versions and renditions. It permits backwards and forwards compatibility between iterations of hardware and software. The user won’t be locked in to working with a particular platform or program.
- ***Basic XML export*** of catalog contents. XML (Extensible Markup Language) was created so that richly structured documents could be used over the Web. XML provides a facility to define tags and the structural relationships

between them. XML offers benefits similar to XMP: it supports compatibility between platforms and standards, and therefore longevity, flexibility and portability of assets via the Web.

- **Enhanced PDF/EPS support** on Mac OS 10.3 (Mac Only).
- **Added support for Kodak SLRn & SLRc digital professional digital cameras**, compliments current support for other specific camera formats not found in other applications.
- **“State of view” navigation**, allows users to switch between various catalog “states.” For example, the initial catalog a user is working with might show all media items. He sorts the catalog, narrowing what is viewed or shown. The “state of view” arrows allow the user to go back to the original “state” of the catalog, where all media was visible.

In summary

- Drag-and-drop import and catalog over 100 file formats, including photos, movies, audio, illustrations, fonts, HTML, PDF, various up-to-date digital camera RAW files. Import image direct from a digital camera using Image Capture.
- View media and its properties (including thumbnails or full media rendering and audio or movie playback) in a customizable, single-window interface.
- Create fast, lightweight and portable catalogs, saving valuable hard drive space by keeping media offline, yet viewable and searchable.
- Includes iView Catalog Reader, a royalty-free, cross-platform software utility that enables unrestricted distribution of iView MediaPro catalogs and slide shows—even with colleagues and clients who don’t own the iView software.
- Assign text and voice annotations to any media file to allow quick and advanced searching, regardless of whether the media is mounted. Support for IPTC, EXIF, XMP and QuickTime standards.
- Instantly search, annotate and classify with unlimited criteria across large media repositories using the Drag-and-drop Organizer.
- Create slide show presentations with customized settings, such as individual timings, flexible grids, scaling and transitions. Save as a self-running, cross-platform QuickTime movie.



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- Automatically generate Web pages, including professional and customizable HTML templates. Export to XML.
- Print reports and contact sheet, as well as full images. Design custom, high res PDF files of any size and layout using any media available in a catalog.
- Optimize photos with a host of professional retouching tools, such as automatic enhancement, resize, sophisticated red-eye removal, brightness, contrast and more. Rename, convert and color manage media in single or batch mode with version control.
- Manage and organize files and folders within the application, using automatic file synchronization and folder watching.
- Integrate workflows with other applications, such as Photoshop or Illustrator, and save valuable time and effort by automating tasks with extensive Apple Script support (Mac) or Visual Basic (Windows).
- Store and backup media to CD-ROM, DVDs, and other removable disks.

Media management made easy

iView MediaPro packages a professional range of cataloging functions within a user-friendly, sophisticated and innovative interface. iView MediaPro is the seamless media management software, offering all the powerful functions that a digital professional would expect. It provides time-saving functionality to allow the user to focus on the more creative aspects of his work.

About the company

iView Multimedia is a software development and publishing company based in London, England. Its flagship product, iView MediaPro, is the leading digital asset cataloging solution for creative professionals and photographers who need to streamline their processes, shorten time to market, and eliminate costs from the production cycle. iView MediaPro locates, captures, organizes, annotates, searches, retrieves and presents digital content, quickly and easily. The software integrates seamlessly into the professional's established workflow.



iView Multimedia acquired an international reputation since 1996 as the market-leading innovator in the field of media management. It continues to enhance this reputation., iView MediaPro was awarded a MacWorld Eddy, winning the "Best Asset Management Software" category at the MacWorld Editors' Choice Awards.

More than 1 million copies have been shipped to date and the product inspires devotion among its millions of users.

iView MediaPro was one of the first applications of its kind to run fully functional on native Mac OS Classic and Mac OS X, when Apple launched its Mac OS X operating system.

Visit **www.iView-multimedia.com** for more details about the products and tutorials, and to read rave reviews, customer testimonials and real world examples of iView in action.