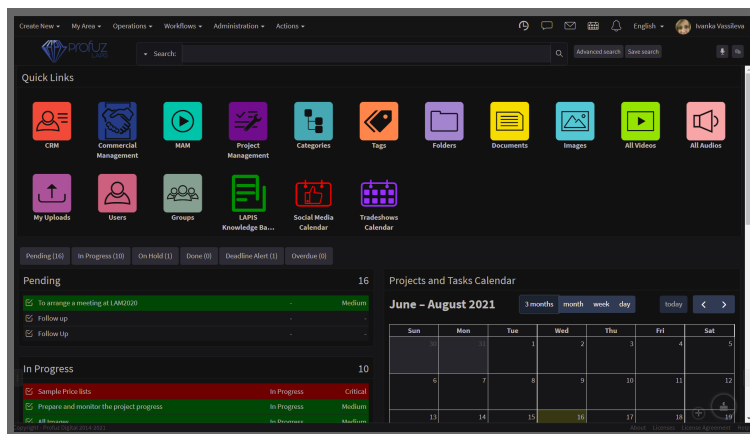




# Digital Assets Management (DAM)

## Profuz Lapis Overview



Profuz Lapis is an enterprise-class web-based Digital Assets and Media Workflows Management system. Its purpose is to bring under one roof all processes and data with which your organization operates. Profuz Lapis adapts to your business specifics instead of the other way around.

## Digital Assets Management (DAM)

Profuz Lapis DAM centrally manages your audiovisual data in real time and stores your assets securely under one single place within your own control. Your media content is easily accessible from anywhere. The system provides a central environment through which to control the Management, Classification, Acquisition, Production, Transformation, Distribution, Usage, Storage, and Security of your media, and maintain relationships with data and processes that come from and remain in different systems.

# What Features does LAPIS DAM offer?

## Users accounts, access, views, collaboration and rights Management

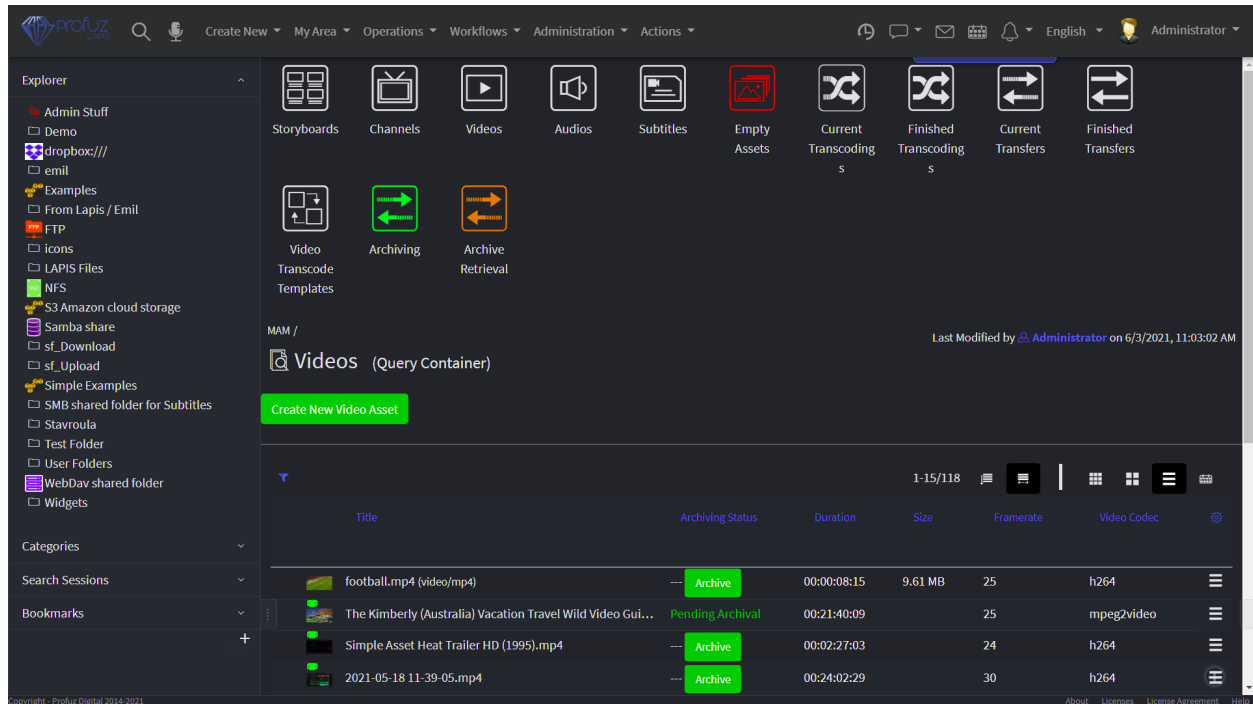
- Web access – desktop and mobile. Browsers: Edge, Chrome, Firefox, Safari, etc.
- Unlimited Users accounts, groups and profiles creation
- Multiple authentication and authorization systems (internal, LDAP, etc.)
- Multiple external accounts per user are possible
- Individual and groups access control
- User roles
- Object based access rights down to individual properties
- Folder-specific Permissions and User Rights for Create, Edit, View, Export, Import, Delete, etc.
- Activity stream & Notifications
- Customizable dashboards with quick links, layouts, dynamic sidebars, widgets, calendar of activities, to dos and reports based on roles
- 1-1 or group chats
- Secure sharing of internal data with other users through chats, comments, projects, tasks, etc.
- Email communication management and logging
- Automatic workflows based on client's needs

## Media Content Management and Publishing

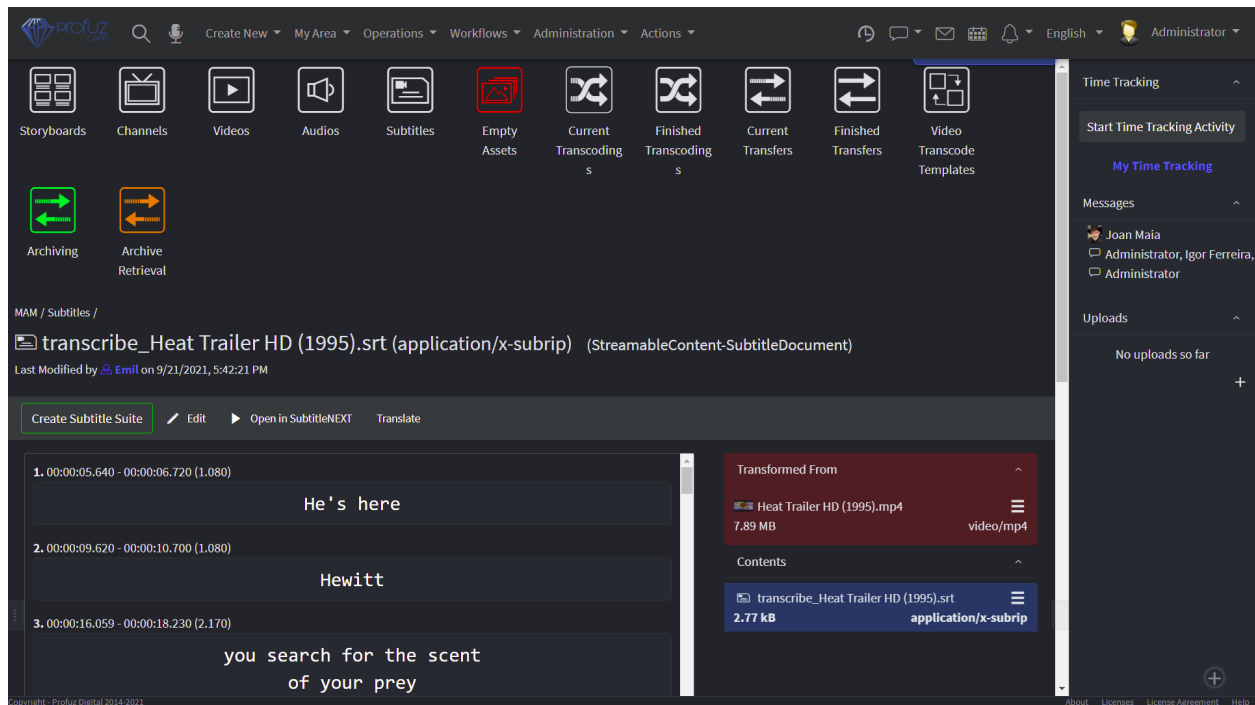
### Video, audio, images, subtitles, news supported

- **Manual and/or Automatic ingest** of video, audio, images, documents, and subtitles in various formats via upload, transfer (FTP/S, HTTP/S, SFTP, WebDav, SMB/CIFS, NFS, S3, DropBox etc.), or hot/watch folders direct access
- **Multiple storages** can be connected and used at the same time for direct access or archiving (store and retrieve)
- **Download content** based on user rights

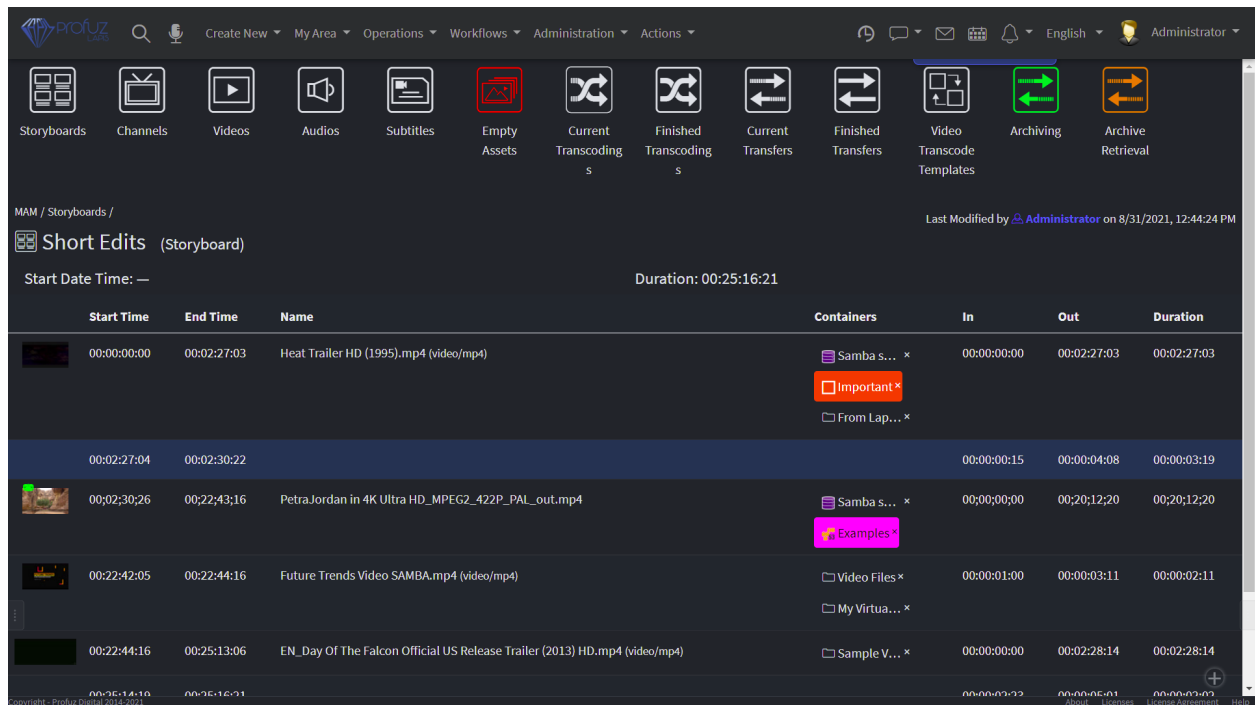
- Audiovisual material **transformations/transcoding** and partial extracts based on user rights
- **Simple video editing**, cut, markers (with image extraction), video chunks (virtual parts) creation, merging, partial extraction/transcoding



- **Simple Subtitles Editing**, Preview over video, Switching between multiple subtitles
- **Subtitles Conversion** from and to various professional subtitling formats
- **Intelligent search mechanism** – structured search, free form search, alternative faceted search. Searches in all fields and contents, internal and connected in parallel
- Unique **live search** results updates with possibility to create multiple active individual or shared search sessions
- **Search queries** and filtering with free text search
- Simple and Advanced **Search Templates**
- **Assets of different types** - digital assets with multiple contents; empty assets

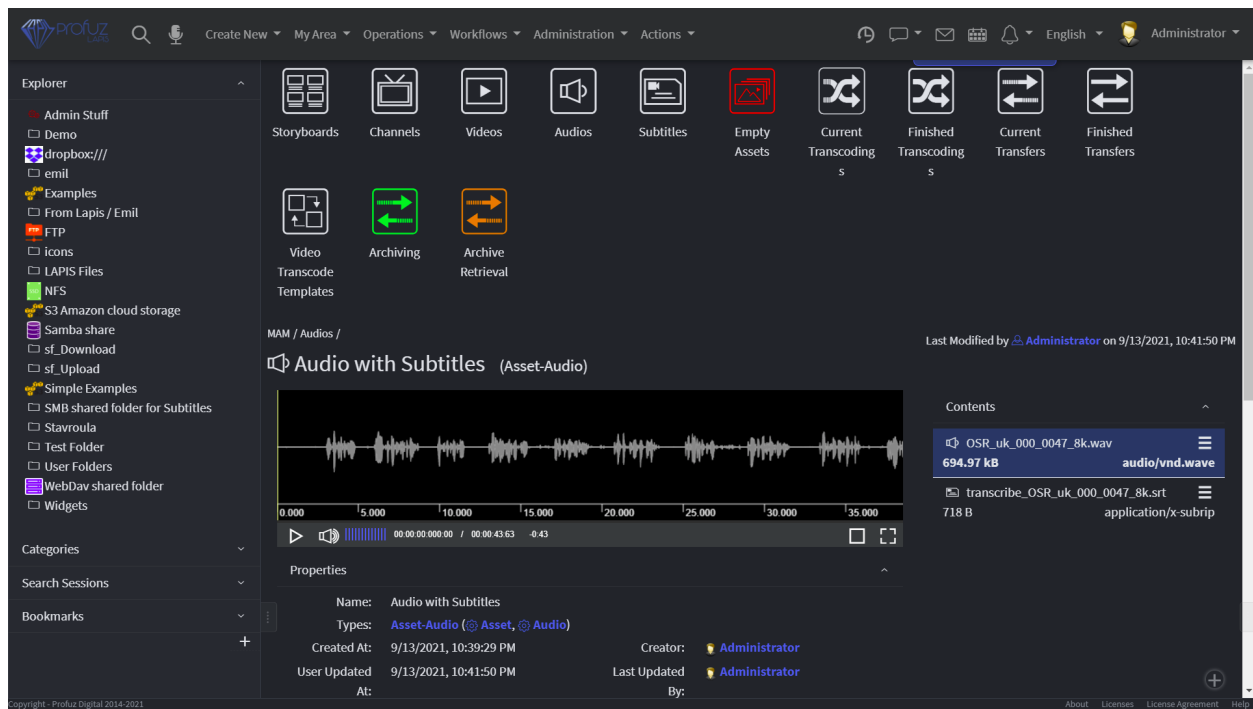


- **Metadata extraction/import** – embedded or external (supplementary files, other databases, etc.). Multiple standards and formats such as EXIF, XMP, IPTC, XML, ID3, BWF, Dublin Core, etc. are supported
- **Automatic Proxy creation** in formats appropriate for preview in the browsers – h264/h265 for video, PNG/JPEG/WEBP for images, MP3 for audio, PDF for documents, WebVTT for subtitles
- **Comments, descriptions, notes** and other metadata to markers and video chunks
- **Taxonomic and faceted categorizations** with multiple levels, sharing, and multi-inheritance. Unlimited properties and types of property data. Additional applied categorization structures: tags, keywords, structured and thesaurus keywords, categories, folders and folder-like structures, etc. with possibility to classify single asset in multiple nodes of the same type (for example in more than one folder without copying the content)

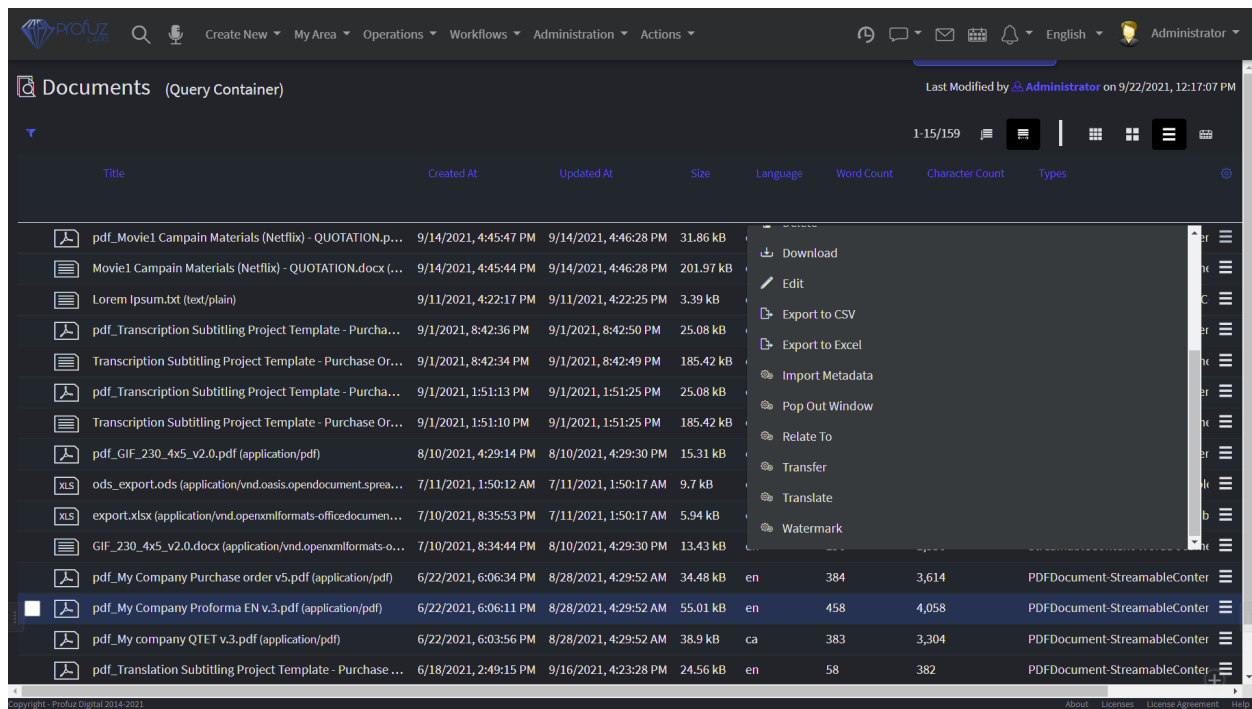


- **Transfer** between different storages and locations using varieties of protocols – FTP/S, HTTP/S, SFTP, WebDav, SMB/CIFS, NFS, S3, etc.
- **Encryption and watermarking** of all types of content (video, audio, images, documents) using internal engines or integrating third party ones. More than one engine can be connected and used based on configured criteria.
- **Creation of multiple transcoding** profiles and automatic transcoding processes
- **Inter-object links** – categorization and structuring between objects of different types – for example projects containing tasks and assets; tasks containing different types of assets; folder with master video content, video markers and chunks; etc.
- Supported video containers - AVI, MOV, MPEG2, MXF, MP4, MKV, etc
- Supported video codecs - MPEG2, MP4, H.264, H.265 (HEVC), etc
- Supported video resolutions - SD, HD, UHD, 4K
- Supported video frame rates - all
- Support of new media distribution formats like IMF
- Support of film scanning formats like DPX
- Supported audio only containers - WAV, MP3, AAC, AIFF

- Supported audio codecs - MPEG2, AC3, AAC, Uncompressed
- Supported images formats - JPEG, PNG, GIF, BMP, TGA, RAW, NEF and other commonly used
- Supported subtitles formats - SUBN, SUB, SRT, PAC, EBU STL, Web VTT, TTML, etc.
- **Audio recordings** and voice commands
- **Collaborative Planning** of media content publishing on Radio and TV Stations, Social Media and Websites
- Management of the entire process from media production to publishing on social media platforms, websites and playout automation system
- **TV and Radio Channels** program preparation with in/out times and duration; export to CSV, EDL, Excel with and without contents
- **Reporting and statistics**



# Document Management



- Create, Edit, Approve and other collaborative operations on document files
- History of changes
- Search and filtering of documents based on date of creation, creator, owner or other parameters if added to documents metadata
- Watermarking of documents for confidentiality or other purposes
- Conversion of DOC files to PDF
- Multiple formats such as doc, docx, pdf, xls, xlsx,txt, odt, etc. are supported.
- Workflows for documents approval

Request Approval

MY COMPANY LOGO

Date:	01-06-2021
Our Ref.:	QUOTE-6
Your Ref.:	
# Account:	Netflix
Country:	United States
Sales:	Administrator
Type:	
Validity ending date:	30 days

QUOTATION

To: Netflix

End User:

Address:

Project:

Los Gatos,

United States

No	Model	Description	Unit Price USD	Qty	Disc	Amount USD
1		Audio content	280.00	1		280.00
2		Video Material production	5600.00	2	5%	10840.00
SUMMARY						
Sub-Total						10900.00
VAT						0.00
Grand Total						10900.00

Notes

- RESERVES THE RIGHT TO CHANGE CONFIGURATIONS AND COMPONENTS WITHOUT NOTICE.
- Prices and Delivery Terms:
  - Delivery to be determined at time of order; Generally 2-4 weeks.
  - Payment Terms: Bank Transfer

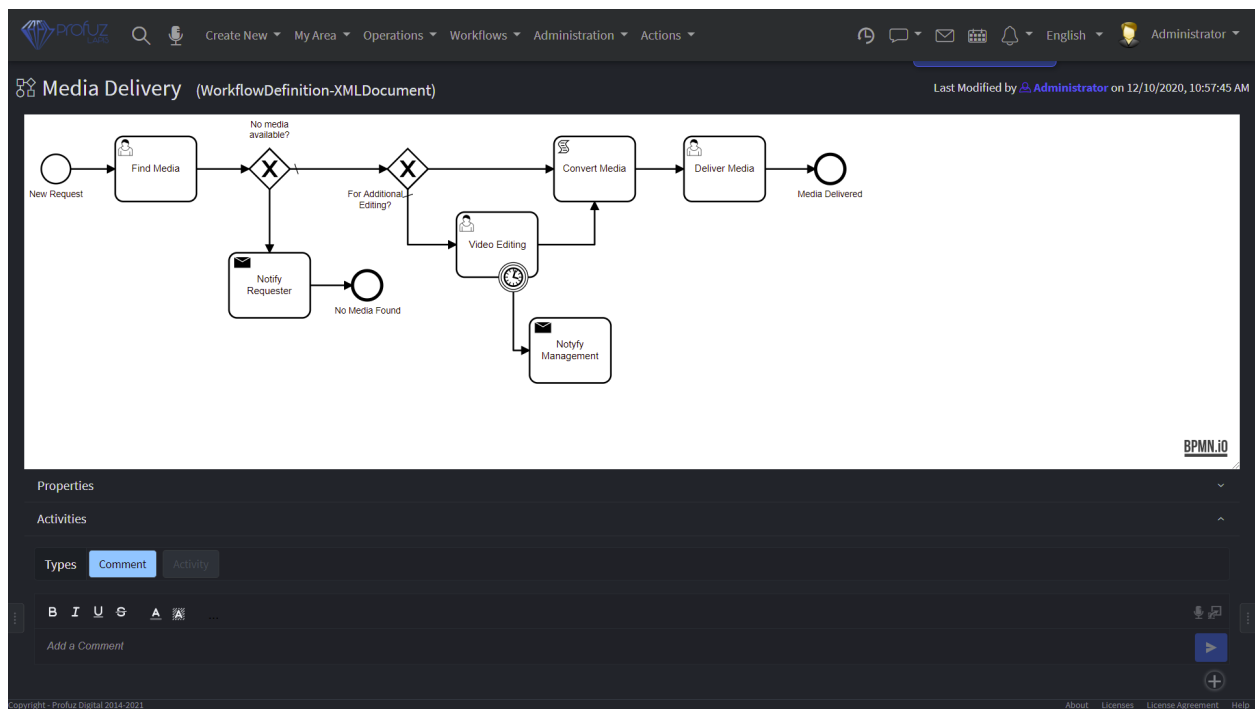
## News Gathering and Publishing Management

- **News workflows automation** from planning to publishing
- **News articles** creation, editing, approval and scheduling for one or multiple publications
- **News stories** for centralized management of all news related data (video, audio, text, photos, images, documents, articles and other news feeds) and planning of the related news and materials gathering, editing, validating and publishing tasks
- **Resource management**- equipment, studios, vehicles, internal and external human resources
- **Collaborative Planning** of Newspapers and magazines, Radio and TV Stations, Social Media and Websites publishing























































- **Multiplatform Content Delivery** Management
- Management of the entire process from content creation to publishing on social media platforms, websites and playback automation systems
- **Storyboards creation** with videos, audios, images, texts, news, and other types of data
- **Storyboards export** to various publishing and non linear editing tools for video, audio, images, and others – Adobe Premiere, Final Cut, AirBox NEO, LightWorks, Photoshop, DaVinci Resolve, Pro Tools, Sony Vegas etc.

## Workflow Management



- Creation and editing of workflows with the built-in workflow editor
- Import of BPMN workflows
- Start workflow operation
- Always active workflow instances
- Mixing of automatic processes and user-driven actions in a single workflow process
- Simple and complex workflows
- Unlimited number of running workflow instances

- Monitoring of all the active workflow processes by the managers and administrators of the system
- **User definable** simple properties driven or complex BPMN workflow orchestration of processes and contents involving clients, subcontractors, partners, viewers, etc
- **Automatic Workflows** covering the complete media supply chain management and including the involvement of ML and AI technologies for speech to text, automatic text and subtitles translation, automatic media conversions, publishing, etc.

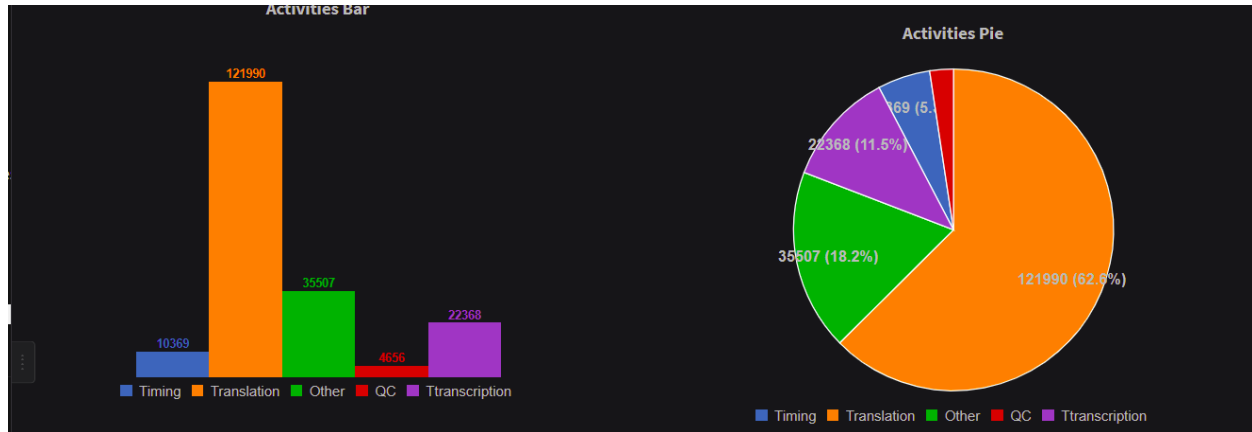
Workflow Instances								
Search Results								
Create New								
Title	Types	Created At	User Updated At	State	Workflow Definition	Due Date	Owners	
 Approve Document (317626)	Approve Document	9/16/2021, 4:22:46 PM	9/16/2021, 4:22:46 PM	Active	 Approve Document	9/20/2021, 4:22:34 PM	 Administrator	
 Find me speeches of mr. Rand (317601)	Find Media	9/16/2021, 12:49:54 PM	9/16/2021, 12:49:54 PM	Active	 Find_Media	9/18/2021	 Catarina Sobral	
 Approve Document (314181)	Approve Document	7/10/2021, 8:29:56 PM	7/10/2021, 8:29:56 PM	Active	 Approve Document		 Piyush Anand	
 Find me colorful archives of Baj Toshio (311201)	Find Media	5/13/2021, 3:45:58 PM	5/13/2021, 3:45:58 PM	Active	 Find_Media	5/16/2021	 Administrator	
 Approve Document (310001)	Approve Document	4/15/2021, 1:38:54 PM	4/15/2021, 1:38:54 PM	Active	 Approve Document	4/16/2021, 1:38:50 PM	 Administrator	
 Approve Document (309735)	Approve Document	4/11/2021, 10:40:48 AM	4/11/2021, 10:40:48 AM	Active	 Approve Document	4/14/2021, 10:40:06 AM	 Administrator	
 Approve Document (305895)	Approve Document	1/19/2021, 12:26:05 PM	1/19/2021, 12:26:05 PM	Active	 Approve Document	1/21/2021, 12:26:02 PM	 Administrator	
 Approve Document (305868)	Approve Document	1/19/2021, 11:13:55 AM	1/19/2021, 11:13:55 AM	Active	 Approve Document	1/21/2021, 11:13:53 AM	 Administrator	
 Approve Document (305796)	Approve Document	1/19/2021, 11:02:29 AM	1/19/2021, 11:02:29 AM	Active	 Approve Document	1/21/2021, 11:02:23 AM	 Administrator	
 Approve Document (305722)	Approve Document	1/19/2021, 10:21:11 AM	1/19/2021, 10:21:11 AM	Active	 Approve Document	1/21/2021, 10:21:08 AM	 Administrator	
 ApproveDocument (305510)	Approve Document	1/18/2021, 11:31:55 PM	1/18/2021, 11:31:55 PM	Active	 ApproveDocument	1/21/2021, 11:31:42 PM	 Administrator	
 ApproveDocument (305475)	Approve Document	1/18/2021, 10:25:22 PM	1/18/2021, 10:25:22 PM	Active	 ApproveDocument	1/20/2021, 10:25:10 PM	 Administrator	
 12 (304779)	Find Media	1/7/2021, 11:11:00 AM	1/7/2021, 11:11:00 AM	Active	 Find_Media	1/9/2021	 Emil	

## Third-party Integrations

Profuz LAPIS makes possible the integration of numerous online or offline, internal or external systems. Many such systems are integrated “out-of-the-box”, and others can be implemented per client-specific requirements.

## Platform Look and Branding

Multiple Themes, User Layouts and Templates available. Possibility for UI customizations per user groups, individual users or client company overall branding.



## What benefits does Profuz LAPIS bring to your business?

- Unified environment for your business growth
- Effective management
- Minimal risk for human errors
- Visibility on users actions
- Quicker time to market
- Controlled access to company resources
- Protection and security of company data
- Easy collaboration and teamwork
- Quick and easy access to useful information in real time from anywhere
- Informed decision making
- Improved return on investments
- Mobility and remote work
- Consistency of the company branding

## About Profuz Digital

Profuz Digital is a modern IT company with RND center in Sofia, Bulgaria and business partners all around the world. With 20+ years of expertise in data processing, business process automations and software system integrations for various industries, Profuz Digital is an experienced technology startup whose purpose is to provide to the market powerful, but affordable and easy to integrate software solutions for optimizing workflows and contents. Our goal is to continually deliver simpler and easier ways for the companies to exceed their business goals. That's why and how we have designed our core software platform Profuz LAPIS.

More about Profuz Digital:

[www.profuzdigital.com](http://www.profuzdigital.com)

[www.profuzlapis.com](http://www.profuzlapis.com)