



Organise  
Collaborate  
Automate

Finally  
Pure  
Simplicity

	CatDV	FocalPoint Server
	Media Asset Management.	Project/File Management.
Key Points	<ul style="list-style-type: none"> <li>•Powerful (organisation and automation tools)</li> <li>•Flexible (customisable, open APIs, many integration options)</li> <li>•Simple (to use, customise, operate and deploy)</li> <li>•Safe (1000s of successful implementations, great support, open technology)</li> </ul>	<ul style="list-style-type: none"> <li>•Simplicity (Average 5/10 minute training time for every user, automation tools)</li> <li>•For those who can't log, won't log, don't log (control user responsibility)</li> <li>•Fast (ftp, no install necessary)</li> </ul>
Excellent for	<ul style="list-style-type: none"> <li>•Cataloguing large amounts of footage</li> <li>•Individuals up to large, dispersed groups</li> <li>•Repurposing media</li> <li>•Easily adding complex and detailed metadata</li> </ul>	<ul style="list-style-type: none"> <li>•Rapid turnarounds</li> <li>•Tight deadline project work</li> <li>•Large teams</li> <li>•Multiple locations</li> </ul>
Functionality	<ul style="list-style-type: none"> <li>•Extensive search and organisation</li> <li>•Workflow automation</li> <li>•Tracking media throughout the workflow</li> </ul>	<ul style="list-style-type: none"> <li>•Start with a project and add media to the project folder/bin</li> <li>•The document finds you in up to 3 clicks</li> </ul>
For clients...	needing to find and reuse media assets and fit with their workflow across teams	with hierarchical structure and millions of users. E.g BBC Sport, NBC Universal, Newsrooms etc
Licensing	stand-alone up to large, dispersed & collaborative installations, including rich (desktop) clients, web and iOS options	5-unlimited users, collaboration tool
Flexibility	<ul style="list-style-type: none"> <li>•Integrates with a wide variety of proven archive systems and storage units, as well as most common NLEs, camera formats, graphics and VFX packages</li> <li>•Interface customisable to requirements</li> <li>•applicable across industries: Production, Commerce, Marketing, Non-Profit, Sports, Education, Broadcast, Government</li> </ul>	<ul style="list-style-type: none"> <li>•Integrates with a wide variety of proven archive systems and storage units, as well as most common NLEs, graphics and VFX packages, subject to confirmation</li> <li>•Simple interface with customisable buttons</li> <li>•Variety of possible workflows (military, Post-Production, Newsroom)</li> </ul>
Resilient and scalable	MySQL, Oracle, MS SQL Server databases can all be replicated, proven to be resilient	Automatically backs up all your projects to another server, Mongo Database scales up

### CatDV - FocalPoint Server Integration

A CatDV Enterprise deployment can automate metadata harvesting and catalog creation to match FocalPoint Server portfolios. This allows easy access to assets in CatDV by name association for further tagging and identification.

