



Adobe® Scene7® dynamic media solutions

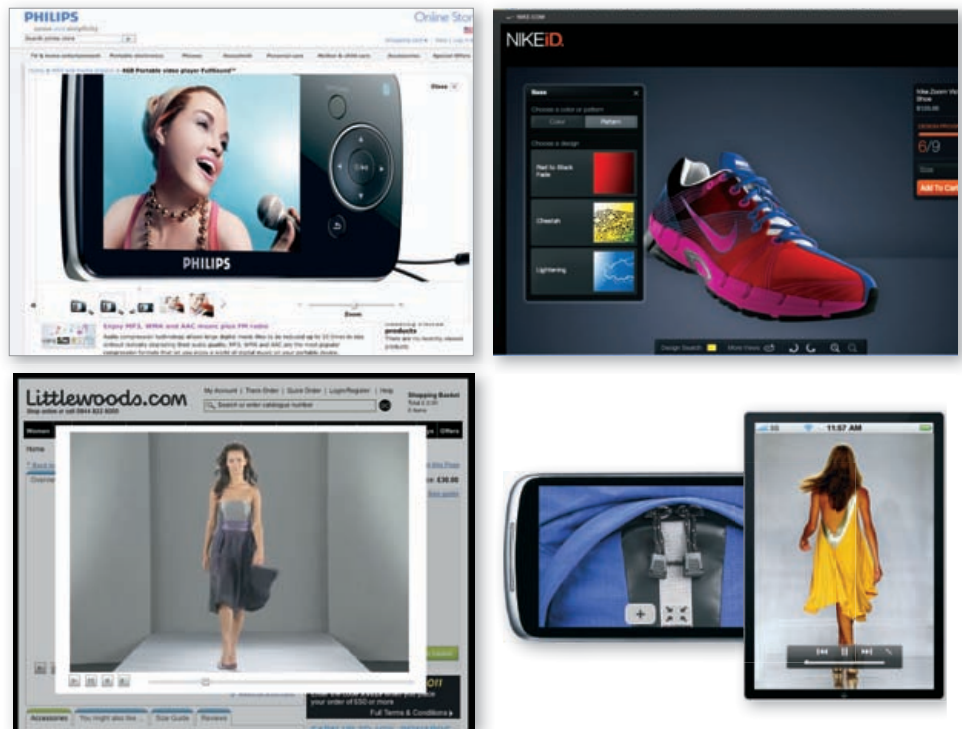
Deliver rich, dynamic content to all touchpoints

Adobe Scene7 is a hosted solution for managing, enhancing, publishing, and delivering dynamic marketing assets and rich visual merchandising to the web, mobile, email, Internet-connected displays, and print.



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Clockwise: dynamic imaging with zoom, alternate views and spin; visual configurator, mobile zoom and video, online video

Consistently delivering rich and personalized content to audiences across a rapidly expanding variety of customer touchpoints is a challenge for businesses. In addition, customers expect speed, quality of experience, and efficiency, regardless of the medium or the device. Adobe Scene7 solutions help businesses address these challenges by automating and scaling the delivery of dynamic media, whether via web, mobile, social, email, print, in-store kiosks, or interactive windows.

Utilizing a set of master assets, Scene7 dynamically generates and delivers multiple variations of rich content in real time through its global, scalable, performance-optimized network. Hundreds of leading companies worldwide, including QVC, Harrods, Macy's, Office Depot, Polo Ralph Lauren, La-Z-Boy, Lands' End, Blockbuster, VF Corporation, and Levi Strauss & Co., use Adobe Scene7 solutions.

Dynamic media management and publishing

The following solutions enable users to manage, enhance and publish rich assets through streamlined, intuitive creative workflows.

“As you improve the online shopping experience, you get to a threshold of user satisfaction that is hard to quantify, but is a tipping point. That tipping point is where shoppers feel they are getting enough knowledge of products—on both the emotional and rational levels—to make a purchase without physically viewing or touching the product. Scene7 is a powerful tool for creating this type of rich user experience.”

Gilles Domartini, vice president & general manager at Philips Consumer Lifestyle

Scene7 Publishing System

The Scene7 Publishing System (SPS) is a hosted, robust solution for managing, enhancing, and publishing dynamic media. SPS enables nontechnical content creators to participate and control data-driven media management and production with minimal reliance on IT resources. You simply upload master media files, such as images, fonts, videos, documents, or Adobe Creative Suite® templates, author data-driven effects like sizing, and then publish the dynamic content to Scene7 servers. Scene7 generates URLs to call the dynamic media. You can easily integrate these URLs into any web page, email, print, or mobile application.



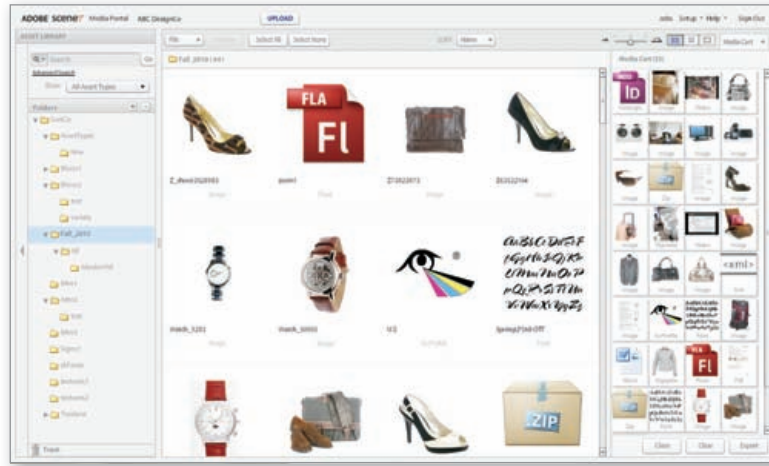
Manage, enhance, and publish dynamic media via Scene7 Publishing System.

Key features

- Manage, enhance, and publish dynamic media
- Author data-driven URLs for dynamic imaging,, eCatalogs, templates, eVideos
- Manage all master creative content
- Work with XMP and custom keywords
- Use any of the more than 100 configurable viewers in the Viewer Library
- Customize highly differentiated, branded experiences with the Adobe Scene7 HTML5 Viewer SDK and Adobe Scene7 Viewer SDK for Adobe Flash® Technology toolkits
- Preview rich media and schedule publishing
- Integrate with Adobe Creative Suite 5 and Adobe Online Marketing Suite for optimized workflows

Media Portal

Scene7 Media Portal, a browser-based application directly integrated with SPS, allows you to control access to media assets and formats for exporting. Because Scene7 centralizes media assets and related metadata, companies can use its hosted management system to collect and distribute approved creative assets to external partners and channels as well as internal business users.



Ensure consistent brand asset usages across all channel with Media Portal.

Key features

- Collect, manage, and distribute creative assets to partners and channels
- Export image formats on demand
- Control users, groups, folder, and file access with administrative controls
- Access all creative assets and Microsoft files
- Use XMP, custom, and keyword metadata
- Uniquely integrated with Scene7 Publishing System

Enhance user experiences with Scene7 dynamic media solutions

With Scene7 dynamic media solutions, companies can deliver enhanced user experiences across all channels.

Dynamic Imaging

Dynamic Imaging enables businesses to serve all visual website content on demand, including sizing and formats, using a single set of assets. With Scene7, you can easily scale rich viewing across entire product lines using a dynamic, configurable, integrated viewer—either embedded or pop-up.



Full-screen zoom with alternate views

Key features

- Dynamic, scalable image optimization and interactive zoom
- Colors and multiple views in context
- Over 100 configurable viewers: single, sets, and mixed media combinations
- Zoomable hotspots with text
- Guided tours and 360-degree spin
- Self-configurable rules to auto-generate rich media sets
- Upload your own (UGC images and graphics)
- Adobe Scene7 HTML5 Viewer SDK and Adobe Scene7 Viewer SDK for Adobe Flash technology to create custom viewers

Dynamic Banners

Online businesses frequently tweak their website's marketing and promotional banners to ensure they continue to deliver on click-through and conversion. Adobe Scene7 Dynamic Banners allow you to use templates to easily create and manipulate variable display and Flash technology-based banners, including those with video.



Dynamically vary images, videos, and text.

Key features

- Easy creation and real-time manipulation of image and Adobe Flash Player compatible content for targeted promotions
- Ability to create source files with Adobe Photoshop® CS5 and Flash Professional CS5
- Ability to define variable content in Scene7 Publishing System for data-driven variations
- Real-time compilation to SWF files
- Real-time content conversion from SWF to HTML5 for cross-screen and cross-device delivery
- Real-time modification of text fields, images, sizing, and other attributes
 - Edit or replace text fields and attributes
 - Edit or replace images and attributes
 - Edit or replace graphic or movie symbols (Flash Professional CS5)
 - Modify stage size

eCatalogs

With Adobe Scene7 eCatalogs, users can create interactive versions of print materials and deliver to many screens and devices. Dynamically assembled and served, eCatalogs are ideal for delivering segmented, personalized, interactive catalogs in real time. Unlike prebuilt catalogs, eCatalogs are instantly updated on-the-fly, delivering more relevant, targeted print materials to drive multichannel sales more cost effectively.



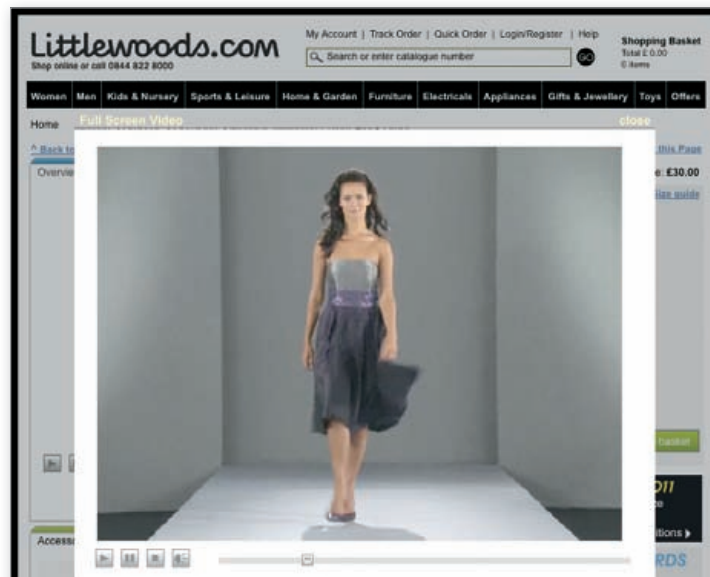
eCatalog with Infopop viewer

Key features

- Dynamically assembled and served
- Over 100 configurable viewer features
- Optimized viewing experiences for desktop and iOS and Android mobile devices
- Easy workflow with auto-generated links and maps from PDF files
- Self-serve configurable data-driven roll-out panels with text and images
- Personalized, segmented content
- Integrated rich media with video, zoom, and spin capabilities

eVideos

Adobe Scene7 eVideo is an end-to-end solution that makes it easy for users without video expertise to publish high-quality video experiences. Unlike generic online video platforms, Scene7 eVideo caters to the needs of online retailers. It's easy-to-use editor allows you to create interactive shopping experiences directly within the video. With a single set of tools, you can create, manage, publish, and deliver rich, relevant content to any channel, speeding time to market and dramatically reducing costs.



Video streaming to custom viewer

Key features

- Video publishing to web and mobile devices
- Custom transcoding for optimized delivery
- Configurable video players for single video, video sets, or mixed media
- Commerce-enabled video with clickable product hotspots and calls-to-action
- Video search engine optimization (SEO) features, including Google video sitemap and mRSS feed generated for all published videos
- Dynamic editing to cut videos, add titles, captions, audio, and graphics for targeting
- Video templates for personalization and targeting of promos and ads
- Streaming video for smooth playback
- Out-of-the-box reports on streaming video usage and trends on all screens and devices, including iOS and Android™
- Adaptive video streaming on iOS devices with device bandwidth detection for uninterrupted, high-quality playback
- Ability to upload user-generated content for product reviews, promotions, contests, or enterprise submissions

Multimedia viewers

Adobe Scene7 automates the creation of multimedia sets by combining multiple image views, color sets, Flash technology-based videos, 360-degree spin, and audio. Additionally, an extensive rich media viewer library of over 100 best-practices preset viewers offers a wide variety of highly configurable styles and layouts, providing a rich, integrated, cross-media user experience. These viewers can be enabled with social-sharing options for viral marketing and community building.



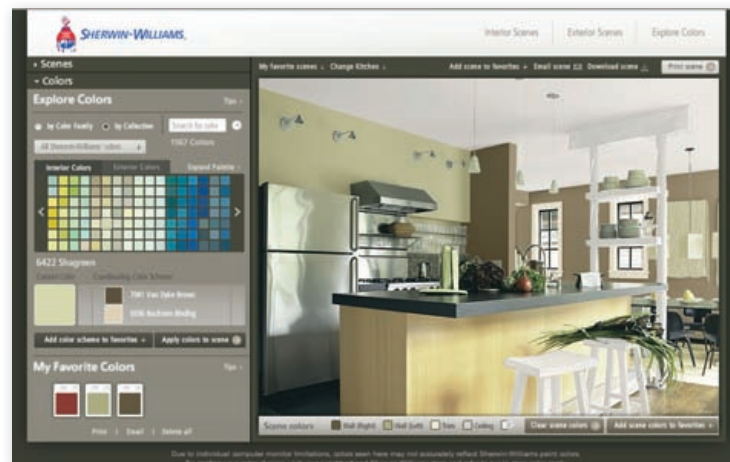
Multimedia viewer with images, videos, spin, and colors

Key features

- Rich media viewer preset library of over 100 best-practice configurable viewers
- Full-screen mobile viewers with multitouch and gestures
- Combined mixed media, including images, color sets, videos, SWF files, spin, and audio
- Easy social sharing for viral marketing
- Tracking and reporting with Adobe SiteCatalyst®, powered by Omniture®

Visual configurators

Adobe Scene7 visual configurators allow shoppers to visually configure products online and then preview them prior to purchase. Using a single product photo or scene, Scene7 automatically displays product variations based on user-selected design options. Merchants can also preview customization and publish content directly to design applications, as well as dynamically apply custom fonts and graphics to imagery.



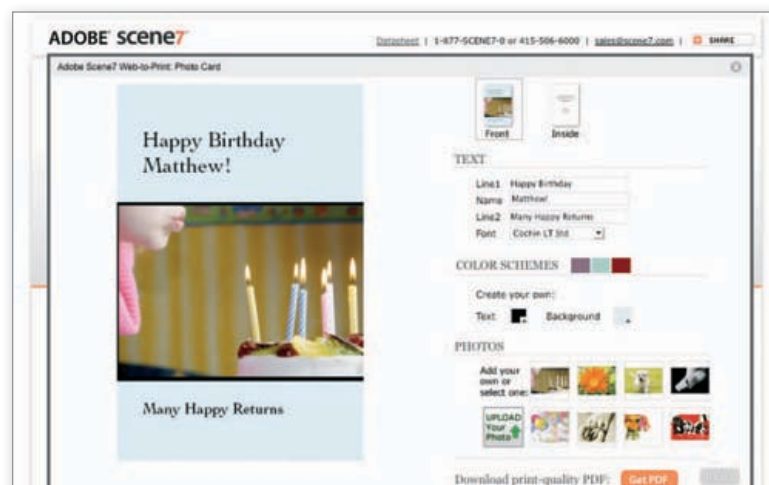
Sherwin-Williams' color visualizer

Key features

- Contoured composites: images, graphics, and text
- Photographic color and texture rendering
- Any print quality or custom font
- Accepts user-generated images and graphics
- Applications include:
 - Custom products
 - Decals and logos
 - Monograms & engraving
 - Print
 - Design applications

Web-to-Print

Web-to-Print enables distributed users to customize and produce print products through on-demand services. As a software as a service (SaaS)-based content composition engine, users or merchants can publish web-based templates created with Adobe Creative Suite software. Downstream users or customers customize the templates with individually relevant content, and then preview and publish the content as print-ready PDF, SWF, or image files.



Web-to-Print: photo card with user-generated content

Key features

- Personalized print products and localized marketing materials
- Straightforward workflow from design to output
- Solution Accelerator SDK to create custom, Flex web applications for end-user interaction

Optimized cross media delivery

Beyond dynamic web experiences, Scene7 also delivers rich content to social, print, email, and mobile, including mobile applications.

Web and social

All Scene7 dynamic media solutions are delivered to web pages simply by embedding the Scene7 generated dynamic URLs into the web code. These URLs, tied to any product, promotion, pricing, or customer relationship management (CRM) database, serve dynamic media in real time, along with messaging optimized for web experiences.



Soft Surroundings eCatalog on Facebook

Any Scene7 dynamic media solution can be integrated into any web page or application:

- Dynamic Imaging: real time image sizing, formatting, zoom, 360-degree spin
- Dynamic Banners: real time image display or rich media ads using templates
- eCatalogs: Interactive versions of printed materials
- eVideos: Progressive download or streaming video serving
- Visual Configurators: Real-time visualization of custom products
- Web to Print: On Demand generation of high resolution print ready PDFs
- Viewers ideal for social sharing with copy URL, embed code, visit site link and email a friend features that make viral marketing of your content easy
- Upload your own (UGC images, graphics, and video)

Email and print

With Scene7 email and print solutions, businesses can dynamically deliver visually targeted, personalized email and print campaigns tied to customer profiles and product and channel marketing databases, directly integrating real-time data to segment, create, preview, and publish to any email solution or printer.



QVC targeted email and print campaign

Key features

- Data-driven templates with shrink-to-fit text layers
- Design templates using Adobe InDesign®, Adobe Illustrator®, and Photoshop or author web templates in SPS

Mobile and multiscreen

Mobile rich media viewers enable companies to easily deliver rich content to enhance the user experience based on the device. With the Scene7 unified workflow, companies can reduce the cost and complexity of delivering rich content and video to desktop and mobile.



Dynamic sizing for the K2 mobile site, Flash and DHTML zoom for mobile

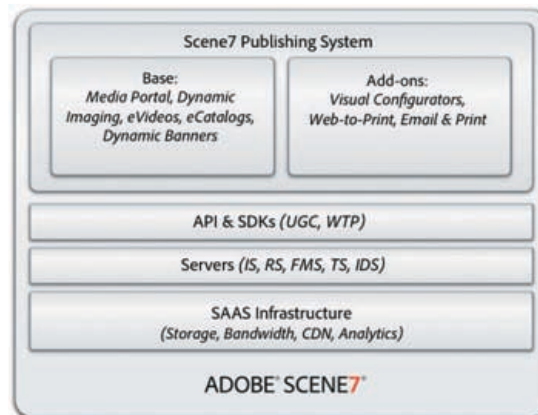
Key features

- Dynamic Imaging:
 - Real-time sizing for serving optimized rich experiences across digital channels from a single set of images that can be automatically resized to any size, format or resolution, reducing production time and costs
 - Full-screen image zoom viewers for Flash Player and other devices, with support for multitouch and gestures
- eVideo:
 - End-to-end publishing for mobile with the ability to upload and custom-encode videos into various formats for optimal mobile serving
 - Full-screen Flash technology-based video players to enable serving or streaming of video content with out-of-the-box viewers

- eCatalog:
 - Commerce-enabled brochures and catalogs
 - Optimized eCatalog viewing experiences for desktop and iOS mobile devices
 - Supports multitouch and gesture interactions and device rotations to swap between portrait and landscape orientations

Scene7 technology

Scene7 dynamic content is delivered as a world-class managed service, with Adobe scaling all the necessary hardware, infrastructure, software, and personnel while also providing an ongoing stream of upgrades. Scene7 is backed by a robust SaaS infrastructure and globally balanced with multiple data centers, offering unmatched reliability, scalability, and performance.



Key features

- Automated delivery of dynamic media solutions using scalable managed services
- Scales with hardware, infrastructure, software, and personnel to deliver globally
- Dynamically generates unlimited variations from master assets
- Open APIs to build custom-branded, user-facing applications
- SDKs to enable partners and developers to build user-facing applications quickly and easily
- Adobe best-in-class servers and core technologies, including Flash Media Server, Flash Media Encoding, InDesign Server, Adobe Color Management (ACM), and Adobe Text Engine (ATE)
- Scene7 image, render, and template Servers
- Local caching and content delivery networks

Benefits

Grow overall revenues

- Increase online revenue by more than 150%
- Increase influence on in-store sales by 50%
- Improve conversion and response rates by up to 2x
- Increase average order size up to 19% and items per order
- Reduce return rates by up to 33%, registration increases up to 22%
- Increase in online lead generation by up to 270%

Reduce media production, management & publishing time and costs

- Automate optimized versions & formats, eliminate content volume up to 80%
- Reduce production time and costs up to 80%
- Lower content collection and distribution costs up to 60%
- Minimize photography costs, render on-demand
- Reduce in-bound services call by up to 25%

Build brand loyalty and repeat business

- Improve overall customer experience and site "stickiness"
- Improve satisfaction rates up to 50%
- Increase up to 15% page views/visit and average visit lengths up to 32%

Availability

The Adobe Scene7 base offering includes Scene7 Publishing System, Media Portal, Dynamic Imaging, Dynamic Banners, eCatalogs, and eVideo. Add-on solutions to the base are Visual Configurators, Web-to-Print, and Email. Adobe Scene7 is offered in six languages: English, French, German, Italian, Japanese, and Spanish.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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