



# AdGallery™

**The next generation in advertising asset management. Innovation that never stops evolving.**

**Premier Asset Management**  
from DG FastChannel.





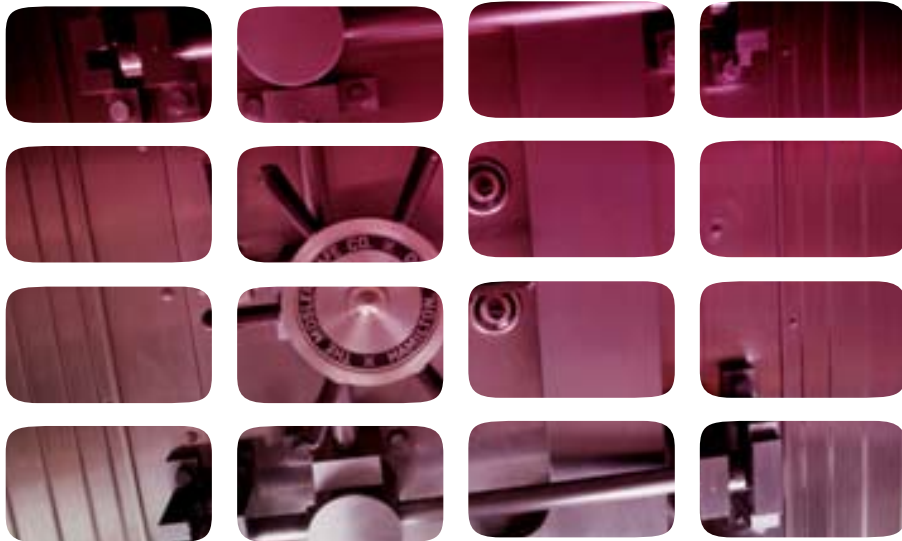
## YOUR MOST VALUABLE ASSETS

AdGallery™ perfectly synchronizes all phases of your ad's lifecycle. With AdGallery, it's easy for your creative staff and entire team to work together—any time, anywhere.

Local, national or global, AdGallery gives you the power to control workflow, streamline approvals, reduce costs and deliver the right ad every time.

- Ingest, vault and view assets
- Transcode for the Web
- Create rich media assets for the Web
- Stream and download video and audio
- View full storyboards
- Add and modify spot metadata
- Set default thumbnails
- Send for review and search approvals
- Apply post-production services to assets

# SECURE



We've designed  
and built AdGallery  
for secure asset  
stewardship.

## **YOUR MOST VALUABLE ASSETS**

Spots are uploaded and metadata is assigned. Now your media assets are safely on deposit in DG FastChannel's ad library. And you have the freedom to check them out – from virtually any desktop, anywhere in the world.

Maybe your team works on multiple accounts and needs a dependable wall between client assets. Or perhaps you're managing a product launch for an advertiser—and confidentiality is key.

When security is essential, count on AdGallery. Only the users you designate have 24/7 access via our password-driven, permission-based authorization model.

# ORGANIZE



AdGallery gives you tools to keep your house in order.

## YOUR ADVERTISING LIBRARY

Traditional media buys are long gone. Today's typical advertising strategy encompasses a mix of television, radio, print and Internet—with different ads for each medium.

Get it right, and you're the star. Let things spin out of control, and the consequences can be disastrous.

AdGallery makes it easy to register metadata for immediate spot availability. Set permissions to give your team access to exactly the spots they need to review. Retrieve media files with a click or keyword search.

With AdGallery, internal processes are never left to chance.



# COLLABORATE



Streamlined  
collaboration with  
AdGallery builds  
winning teams.

## WITH EASE

You've built an outstanding team of highly skilled people – across the hall, coast to coast, around the world. Now you need to keep everybody looking and moving in the same direction—and do it without complicating the process.

AdGallery makes collaboration simple. Use our Review and Approval tools to give sales a heads-up about your new campaign, let legal take one last look at that spot before it goes out to media outlets or run those final revisions by Standards and Practices—and still meet your deadline.

# CONTROL



**AdGallery is totally seamless, utterly painless and wonderfully simple.**

## **CRITICAL PROCESSES**

Managing your content doesn't have to be a nightmare. With AdGallery, it can be a dream.

Suppose you have a client whose franchisees or dealerships want to customize national creative for their local markets or dealerships. Give them online access to AdGallery. They can find the spot they need and submit an order to tag it with local content. Everything they need to complete the process is close at hand.

People interact with your ads. With AdGallery, you can give them the access and tools they need to do every job faster and smarter. And AdGallery is so easy to learn and use, you won't have to hold a single hand.

# FLEXIBLE APPROACH



AdGallery's flexible platform lets you work your way.

## VAULT TO VIEW

Need to make a change? Adjust the thumbnail view of your spots from slate, to logo slide, to product shot – and back again. Grab a screenshot and add it to a presentation. Link market-specific scripts with specific ads in your library.

With a couple of clicks, AdGallery makes it all simple. We've built flexibility into these features—and more. And our long-term vision delivers advances that will continue to enhance the way you work.



# MANAGE



AdGallery's powerful tools eliminate waste that cuts into your ROI.

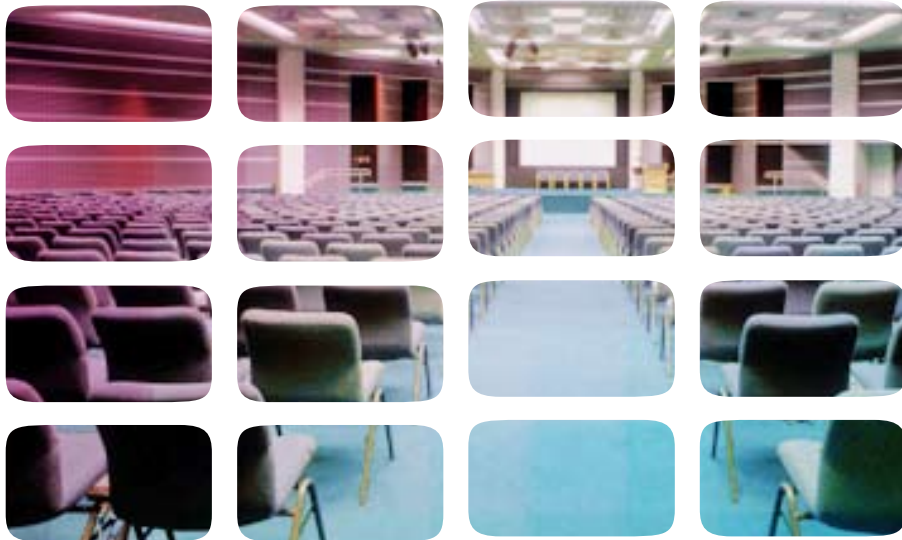
## YOUR RESOURCES

Want an easy way to save time, money and resources? Use AdGallery's Review and Approval tools.

AdGallery lets you attach script changes for localized messages, verify an uploaded spot, secure final approval and more—online and in real time.

So save money and resources instead of wasting time to duplicate and send hard copies. You'll boost productivity and improve your bottom line.

# TRAIN



Use AdGallery  
and discover how  
smooth a learning  
curve can be.

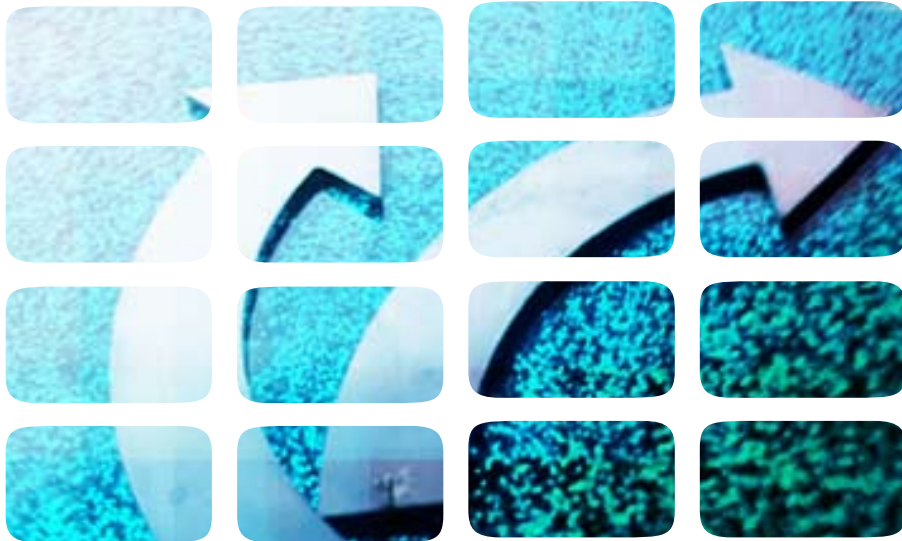
## USERS QUICKLY

Most new technology throws a monkey wrench into productivity before it ever generates results. Your seasoned employees can take weeks to get up to speed – and new employees even longer.

With AdGallery, training moves from tough and time-consuming to swift and smooth.

Because it's based on SpotCentral™, DG FastChannel's order management system, AdGallery features functionality that lets your current employees feel right at home. And new employees will catch on fast thanks to our intuitive, user-friendly interface.

# AD DISTRIBUTION



With AdGallery  
and SpotCentral,  
your ads are  
ready for liftoff.

## **YOUR SPOTS HAVE BEEN UPLOADED**

Assets ingested. Check.  
Metadata attached. Check.  
User groups defined. Check.  
Security assured. Check.

All AdGallery systems are go. Now it's time to distribute your ads with the power of SpotCentral, the order-management solution designed for the business of advertising.

AdGallery links seamlessly to SpotCentral for advanced distribution at your fingertips. Print, radio, television, network or Internet. File based delivery or broadcast-quality tapes.

DG FastChannel's proprietary network of broadcast outlets combined with thousands of Online video Web sites has no match.

# SHARE IDEAS



AdGallery knocks  
down walls and helps  
creativity happen.

## AND EXCEL

Plug in.  
Switch on.  
Join forces.  
Touch base.

AdGallery lets your creative staff and entire team work together with ease. Just log on from any Internet-connected computer. No matter where your people are located, AdGallery keeps you all on the same page... or helps you write a new one.



## ADGALLERY DELIVERS A WIDE RANGE OF ASSET MANAGEMENT CAPABILITIES – NOW WITH HD & ONLINE VIDEO

- **Ingest assets:** Upload audio, video and print ads.
- **Transcode for the Web:** Upon media ingest, assets are automatically transcoded to multiple streaming formats optimized for the Web
- **Create rich media assets for the Web:** Turn video assets into engaging custom ads for the Web.
- **Add and modify spot metadata:** Apply and change key data like ISCI and title when ingesting a spot.
- **Vault and view:** Store and retrieve ads securely and easily.
- **Search by keyword:** Use simple or advanced search options to find ads quickly.
- **View storyboard:** With one click, display an ad (including the slate) as a series of still frames at a number of available speeds.
- **Browse and select thumbnails:** View the current thumbnail image and change it using the storyboard tool.
- **Attach scripts:** Upload scripts fast in a variety of supported file formats.
- **Stream video and audio:** Play back copies of ads optimized for Web viewing.
- **Download video and audio:** Save low- and high-resolution copies of ads to your computer.
- **Send assets for review:** Provide easy access to a spot via e-mail notification.
- **Send assets for approval:** Solicit feedback from colleagues about a specific spot.
- **View approvals:** Quickly search for and review the status of approval requests and receive an email when each spot is approved.
- **Deliver assets:** Find a spot, create a distribution order and send it to broadcasters.
- **Manage HD Advertising:** configure spot ownership and metadata, store it in AdGallery, and send to broadcasters as directed.



## **THE ONE FOR ADVERTISING**

DG FastChannel digitally delivers over six million television and radio commercials each year for more than 5,000 national, regional and local advertisers and advertising agencies.

For more information about SpotCentral, AdGallery and additional DG FastChannel products, please call 800. 324. 5672, or email [info@dgfastchannel.com](mailto:info@dgfastchannel.com).

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