

PRESS RELEASE

Instant access to your digital assets!

With clients like Manchester United, Boeing, 700 European newspapers, and the largest media houses in Brazil and Thailand, Norwegian FotoWare is the world leader in Digital Asset Management.

Increased productivity with FotoWare's Extension for Creative Suite

In today's Service Release 4 of version 7.0 FotoWare announces great time saving functionality that will increase productivity among media professionals. With the new integration with Adobe Creative Suite graphical designers can search for and retrieve pictures and graphics from within the well-known Adobe user interface. The Extension for InDesign, Photoshop and Illustrator provides all registered users with instant access to internal and external archives in the web based FotoWare solution, FotoWeb. The retrieved picture or graphic can then seamlessly be placed into the InDesign document or edited on Photoshop or Illustrator.

"For graphical designers searching and placing of visual elements into InDesign has never been as quick and easy as this. Our Extension for Creative Suite will radically simplify the task of adding visual elements to InDesign documents", says CEO and owner Mr. Ole Christian Frenning.



As a follow up on last year's integration with Microsoft Office the new integration with Adobe Creative Suite completes the integrated workflow functionalities that have been warmly welcomed by media professionals, graphical designers as well as sales and information departments.

Oslo, 19 September 2011

FotoWare

With more than 17 years of experience in software development, and millions of licenses sold in ten different languages, FotoWare plays a pioneer role in the industry of Digital Asset Management.

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FotoWare

Certified Partners:

In addition to the FotoWare Sales Companies, FotoWare supplies a global network of independent FotoWare Certified Partners in more than 40 countries.

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PRESS RELEASE

New iPhone App for instant access to your FotoWare archives

In today's release FotoWare also launches a new iPhone App which allows media professionals to access their archives from anywhere with their iPhone. They can search and browse archives, and professionals out in the field can add metadata to new pictures, and upload to the FotoWare server. Users can get alerts on their iPhone when new pictures from any source arrive, - thus articles can be updated up to the very last minute before deadline. "This is our idea about instant access", Mr, Frenning concludes.

Visit www.fotoware.com for more information

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