

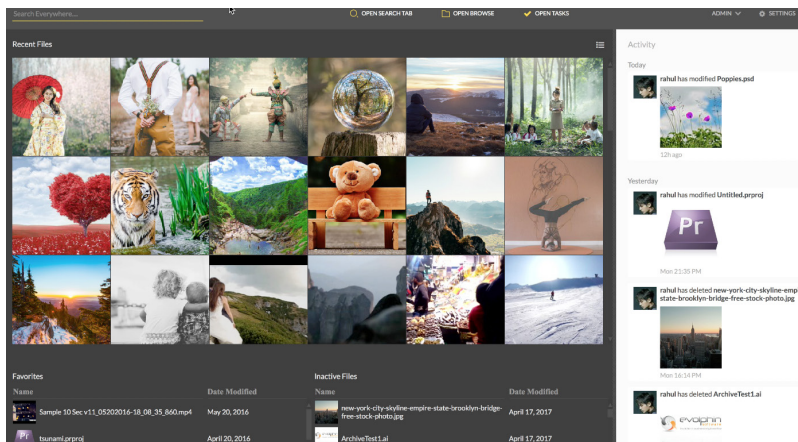
Evolphin Zoom Transforms the Adobe CC Workflows for the World's Largest Companies



Companies Must Create More Content And Integrate More Systems Than Ever Before

From video editing to graphic design, creators around the globe rely on the Adobe Creative Cloud applications to get the job done. And make no mistake, there are jobs to get done: with 400 hours of video uploaded to YouTube each minute, organizations are producing more and more media assets with each passing day. In trying to meet the demand for increased content generation, companies are finding themselves challenged in several ways:

- ▶ Organizations don't have time to waste going between multiple tools and platforms to get their jobs done.
- ▶ Creators need to realize their vision in as few steps as possible.
- ▶ Increasingly, organizations need to collaborate on large video files, often across geographies.
- ▶ From hardware transcoders to render farms and cloud-based tools, companies struggle to integrate an ever-growing number of hardware and software systems.



Evolphin Zoom Asset Browser Home Screen

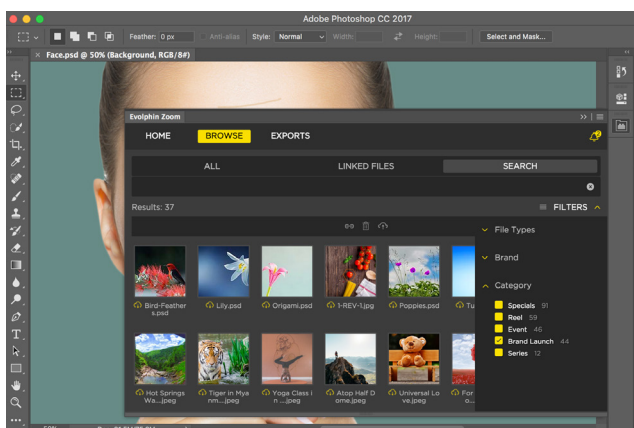
Evolphin Zoom is the Premier Asset Management System for Creatives

Evolphin Zoom is the only solution that combines a Digital Asset Management system (DAM) with a work-in-progress Media Asset Management system (MAM). Zoom talks to any hardware transcoders, archive systems, third party APIs and more that your company uses and keeps them working in concert seamlessly. Multiple offices can remain in sync through Zoom Non-Stop, and true remote workflows can be fully achieved using Zoom's proxy management and web portals.

Evolphin Zoom is the backbone to the modern creative process, allowing creatives to work without having to worry about the underlying infrastructure that supports them.

Unmatched Integrations with the Adobe Creative Cloud Applications

With plugins for Adobe After Effects, Adobe Premiere, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Adobe InCopy, creatives in all industries can ingest, sync, search, export, and share media assets without leaving their Adobe application. Comments from collaborators are pushed right back to their Adobe application, saving hours out of the day and enabling the creatives to work as fast as possible.



Searching for Assets Using the Evolphin Zoom Panel in Adobe Photoshop

Accelerated Search & Sync

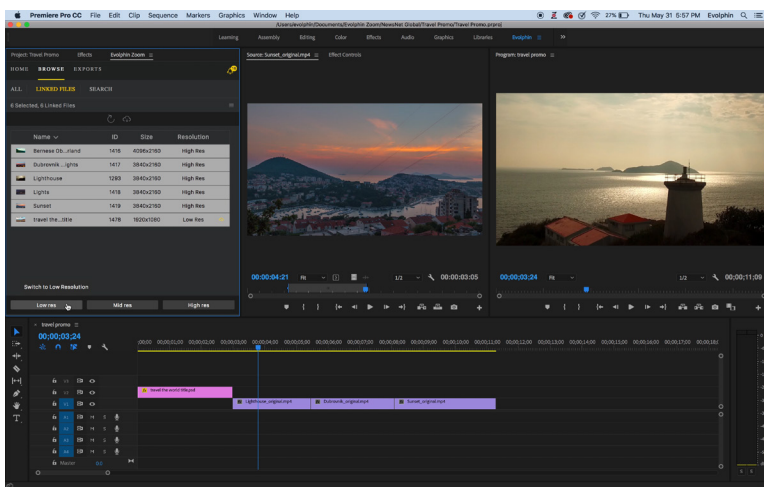
The Evolphin Zoom plugins allow users to easily search for and retrieve any asset in their Zoom MAM database and storage systems, such as a SAN or NAS, right from within each Adobe app. The files can be dragged and dropped into projects and immediately worked with, and the plugins keep projects synced with the MAM. In the Zoom Asset Browser, users can see a list of all media used in any project without having to open the file, and can see all projects that use a single media asset.

Powerful Rights Management

In addition to tracking all assets used in projects, Evolphin Zoom can monitor and track licensing dates and other requirements for your content. Media past its license date can be labeled as expired and prevented from being used. Zoom can monitor and keep track of every location media is published. Email notifications or API requests to unpublish content on a third-party CMS can be automated so that your company proactively avoids costly copyright and licensing issues.

Optimized for Remote Work and Collaboration

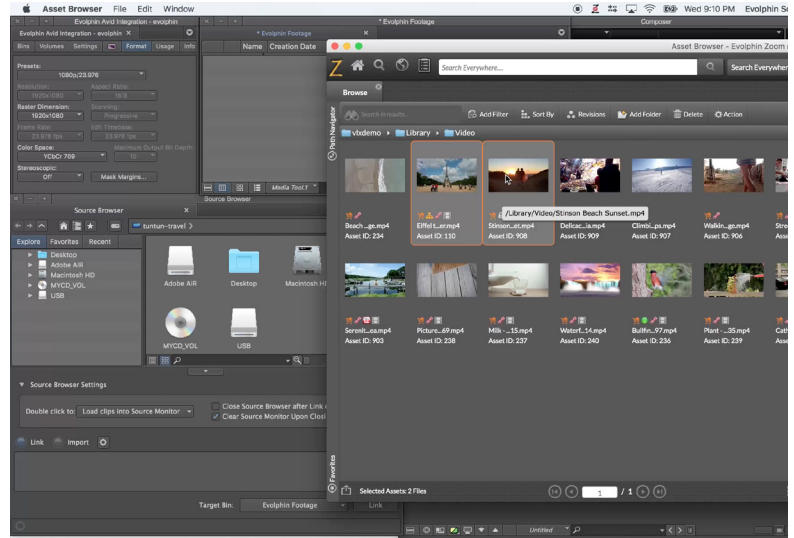
Additionally, Evolphin's Adobe plugins allow you to swap between low-res, mezzanine, and high-res versions of each file with the click of a button. The ability to easily create, share, and edit with low-res proxies is what enables companies to collaborate across geographies via the cloud or an on-premises MAM. If you need to edit remotely while not connected to your company's network storage, simply check out the low-res proxies from the MAM and edit away. Once you or a coworker opens your synced project back in the office, swap in the high-res versions and export the cut. Coupled with Evolphin Zoom's mobile-optimized web-based review and approval tool, secure collaboration is no longer required to be on-premises.



Proxy Switching Using the Evolphin Zoom Panel in Adobe Premiere

Making The Move From Avid to Adobe

If your team is looking to migrate from an Avid workflow to an Adobe workflow, Evolphin Zoom can bridge the gap so there's no creativity down-time. Evolphin Zoom seamlessly connects Avid Media Composer and Interplay to all Adobe CC apps, allowing your team to share media and exports between environments easily. Zoom can automatically get your media ready for the switch to Premiere for editing, it can traffic assets between systems if you want to edit with Avid and use After Effects and Photoshop for your graphics, and much more.

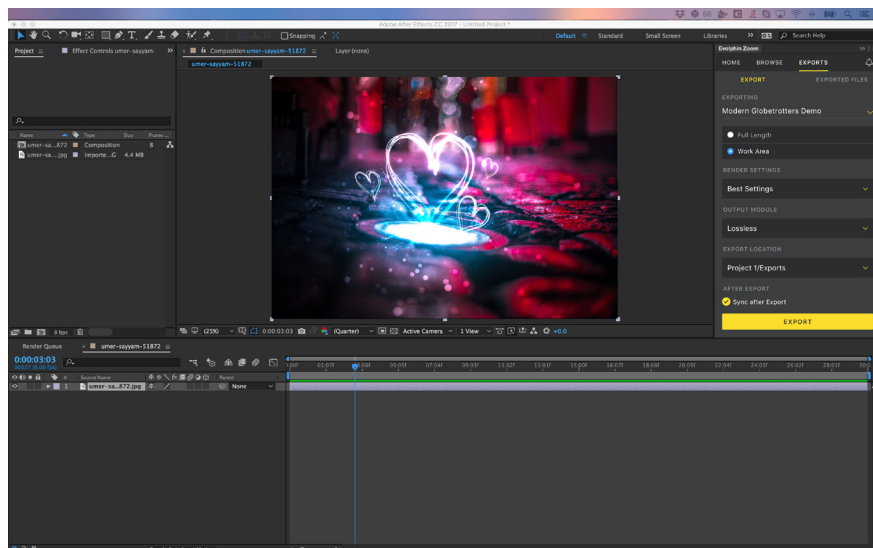


Dragging Assets From Zoom to Avid Media Composer Easily

The World's Largest Companies in Highly Competitive Industries Rely on Evolphin Zoom With Their Adobe Workflows

Broadcast

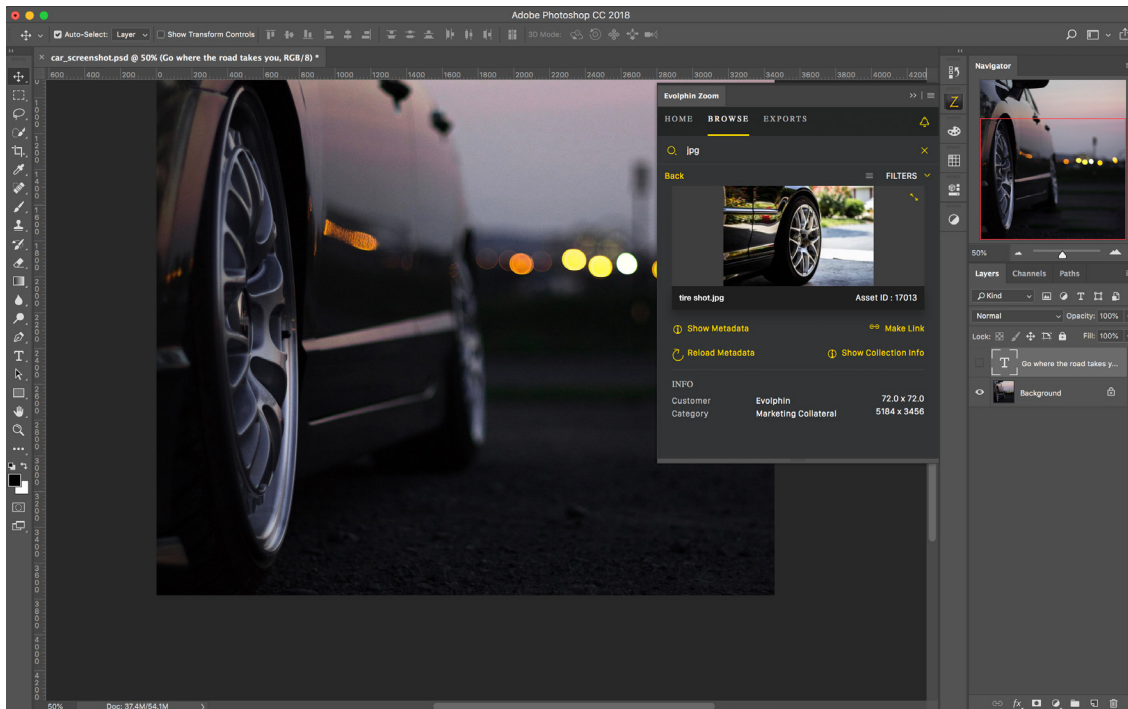
A leading sports broadcaster based in Miami and New York City using **Adobe Photoshop** and **Adobe After Effects** relies on Evolphin Zoom for their asset management workflows. Since introducing Zoom, they've seen a **35%** decrease in storage growth and a **28%** increase in production. Over **60M files** have been cleaned of duplicates and old content, with automatic storage tiering and archive enabling an effortless back-end under one unified repository of assets.



Exporting a Project Using the Evolphin Zoom Panel for Adobe After Effects

Auto Manufacturing

The world's oldest automobile giant uses Evolphin Zoom to keep their multiple databases and creatives synced across continents, using **Adobe Photoshop**, **Adobe Illustrator**, and **Adobe InDesign**. They've experienced a **60%** faster turnaround time on projects, an **80%** error reduction rate, and a **40%** faster review cycle since rolling out Evolphin Zoom. They now enjoy **99.999%** up-time availability thanks to Evolphin's revolutionary Zoom Non-Stop database sync product.



Viewing Metadata Using the Evolphin Zoom Panel for Adobe Photoshop

Media and Entertainment

One of the world's most influential New York City based media companies uses Evolphin Zoom in their **Adobe Premiere** and **Adobe After Effects** video production pipelines. Zoom enables them to have a **30-40%** faster turnaround time for daily video production, a **25%** total increase in video production quantity after deploying Zoom, a **40%** decrease of overall storage growth, and a **greater insight** into team projects and productivity through Zoom Analytics.

For more information about Evolphin and our revolutionary Zoom MAM
visit evolphin.com or contact sales@evolphin.com