



PRODUCT FEATURES

Overview of key features and product news

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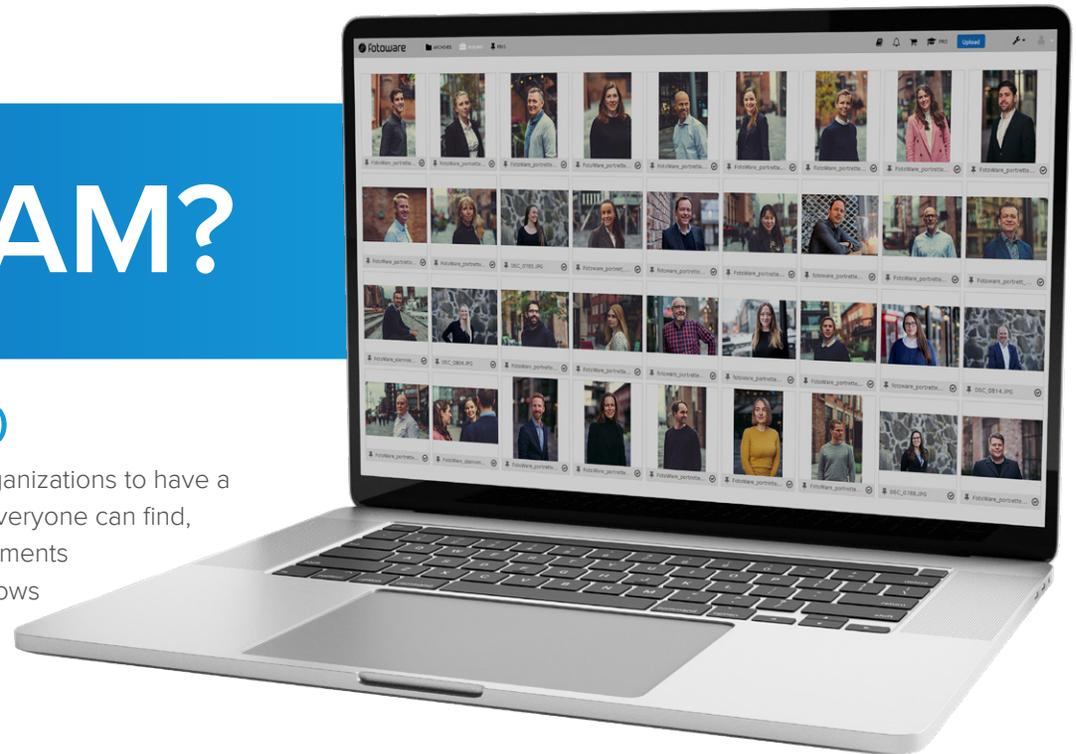
[Go to LEARN.FOTOWARE.COM](#)
for extensive feature information

What is DAM?

Digital Asset Management (DAM)

Digital Asset Management Software enables organizations to have a central system to store all their important files. Everyone can find, share, and reuse their images, videos, and documents much more efficiently, thanks to powerful workflows and the ability to add descriptive metadata upon upload.

A file is not an asset until metadata is added.



Prices & Plans 2021



Get the full overview of your options at [fotoware.com/pricing](https://www.fotoware.com/pricing)

Some functions and features described in this PDF are marked to indicate the plans they are included in. Look for these markers:

SB = Small business or higher **T** = Team or higher **P** = Professional or higher **E** = Enterprise only

UPLOAD & ADD METADATA

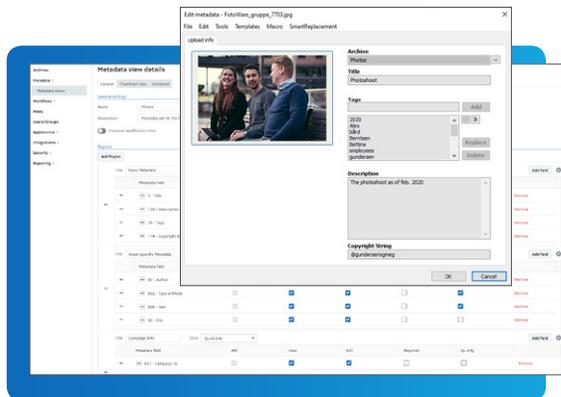
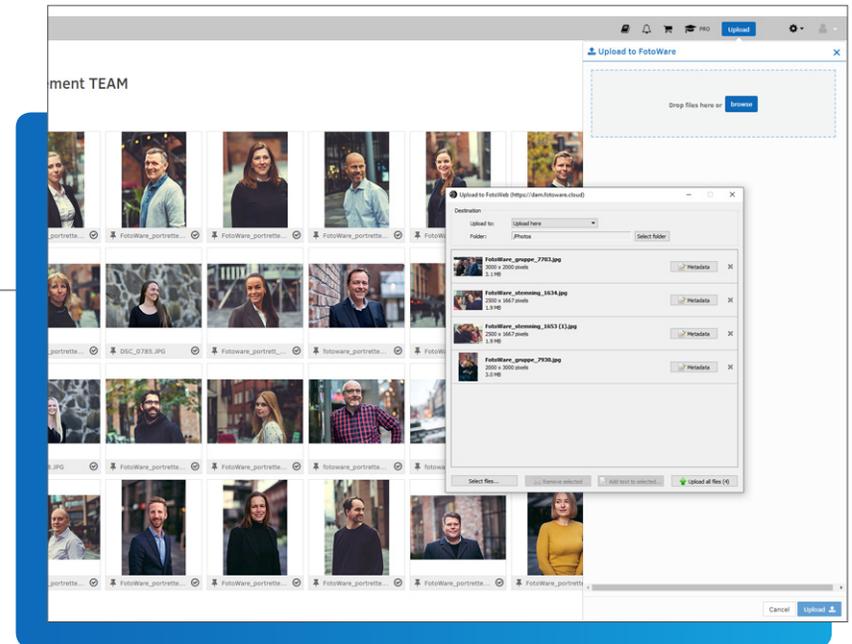
Metadata is keywords and descriptions about your files that makes them searchable. It also makes it possible to build automations. Filenames are great, but We ♥ Metadata.

[Uploading files](#)

[General Metadata Editing](#)

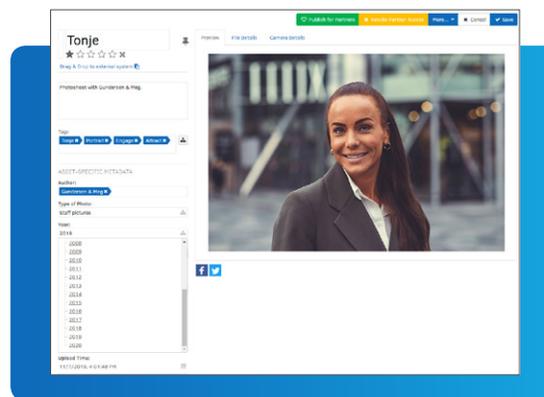
Upload tools

Add single or multiple files to the browser upload tool or use the desktop Uploader to populate your archives. Metadata can be added on file at the time or on a big batch of files.



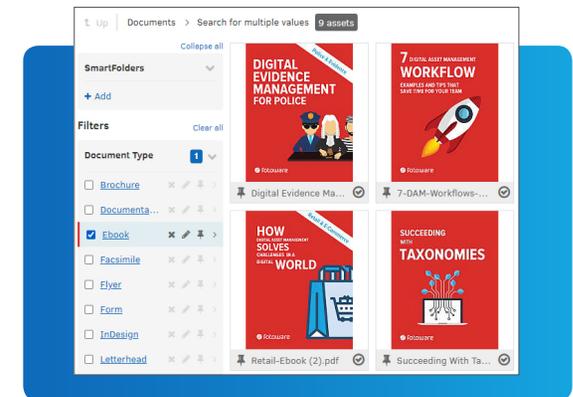
Metadata standards

Build custom schemas to describe your assets or use the extensive built-in XMP, IPTC, and EXIF fields that come as standard



Keep Metadata Current

Add descriptions and tags when uploading your files, or edit all metadata on each file in your own time.



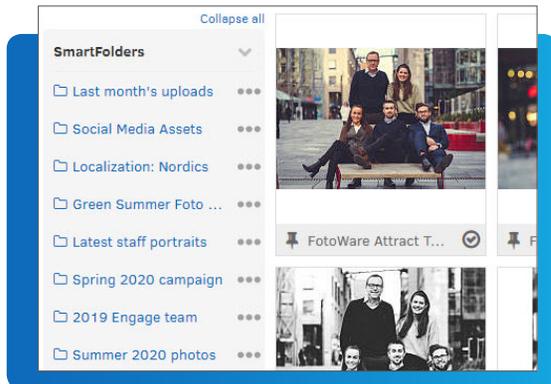
No Metadata? It's in Your Documents

All text inside PDFs, Office documents and vector graphics files is also fully searchable.

SEARCH & ORGANIZE

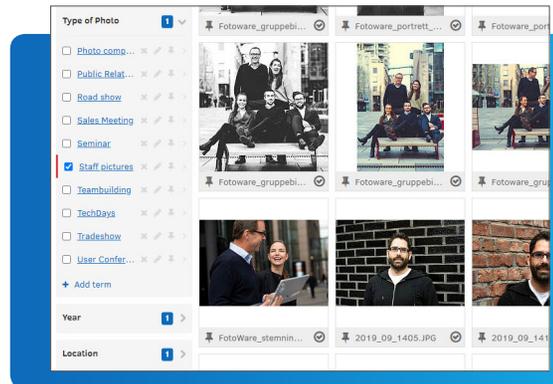
Store your assets safely in multiple collections and search across all of them at once. Group and arrange content precisely how your users prefer.

[Navigating and searching to find your assets](#)



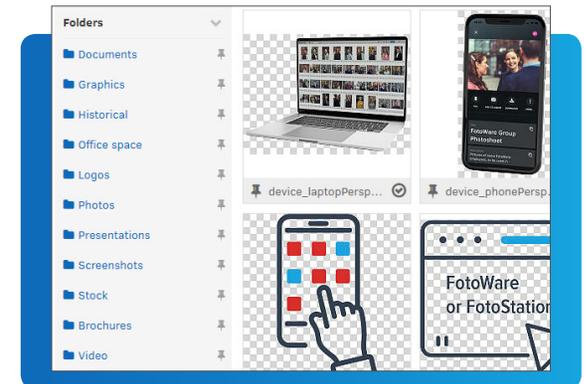
Create SmartFolders

Combine different search terms in virtual folders, such as time frames or asset owner, and get instant hits without having to type a single word.



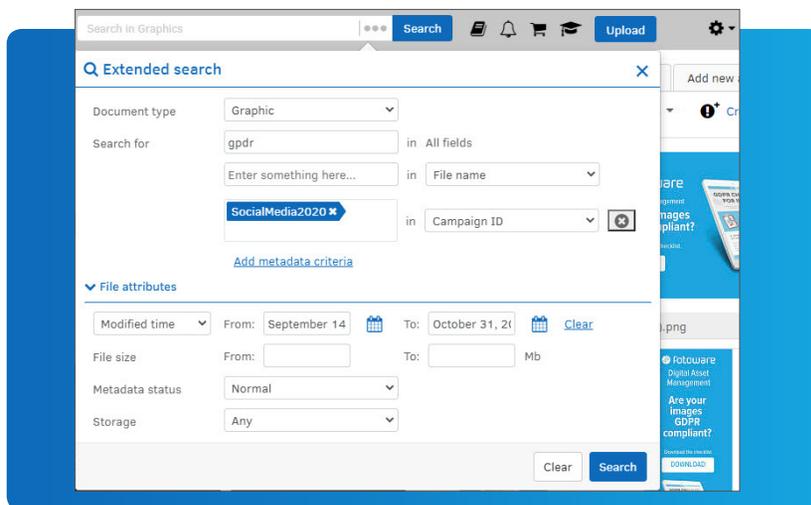
Powerful taxonomies

Make it easy for users to find what they need using visual filters that also aid quick and consistent tagging.



Organize in Folders

Import your existing folder structure or start afresh - in any case, your users will feel at home with assets organized in folders enhanced by powerful search.



Powerful Search for Advanced Users

Versatile search that helps you find what you're looking for - search in metadata or use file properties and file type data to narrow down your results.

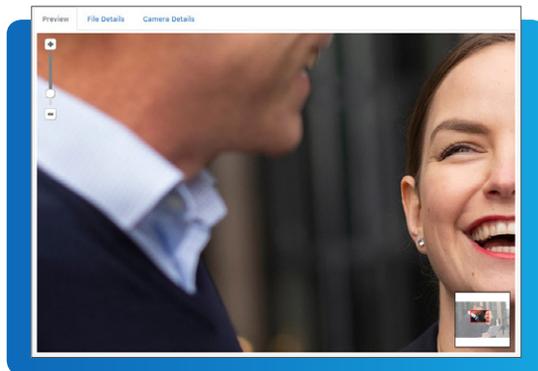
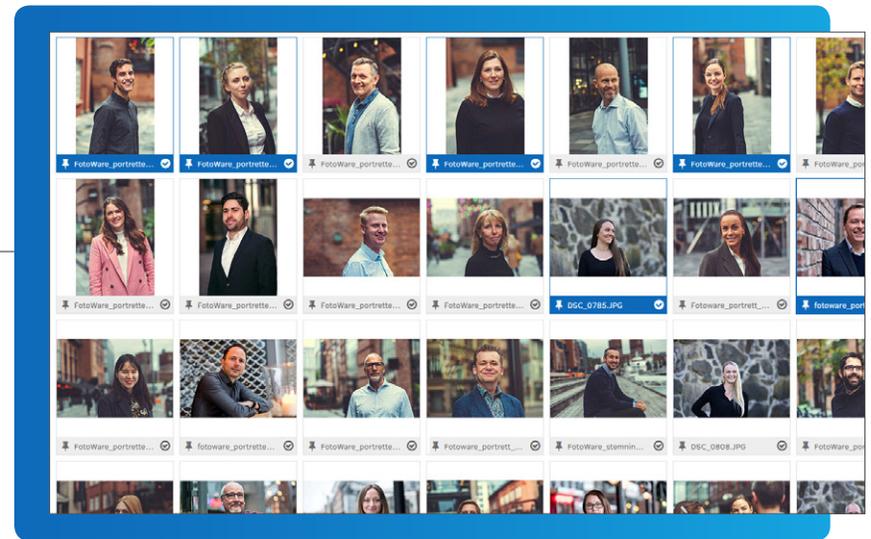
SELECT & PREVIEW

Preview any file type and select one or multiple files to perform actions. Scroll the search result page or open the preview and click next to browse. Find more metadata and permalink in the asset preview page.

[Selecting assets](#)

Color Correct Thumbnails and Previews

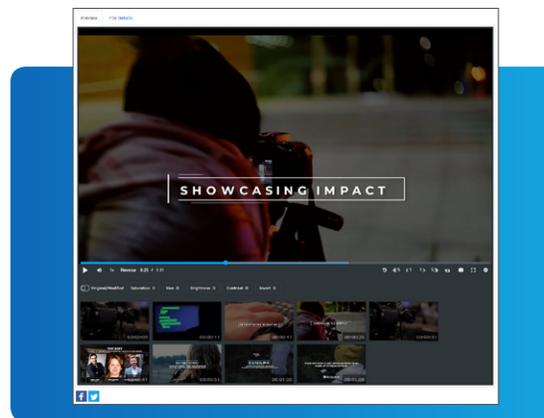
FotoWare is color correct all the way through advanced color management, no matter if you use Adobe RGB, sRGB or other color spaces, or even with CMYK files.



Deep-Zoom in Images

Get close-up details from large image files directly in your browser, all in HTML5 and without downloading the original file.

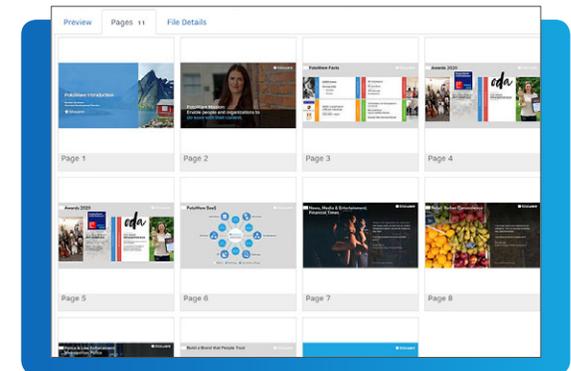
[Which file formats support high-res zoom?](#)



Advanced Playback

Play back any video format! Control playback speed, jump between scenes using key frames, apply live color filters, extract stills, and more.

[Playing back audio and video](#)



Flick Through Multi-page Documents

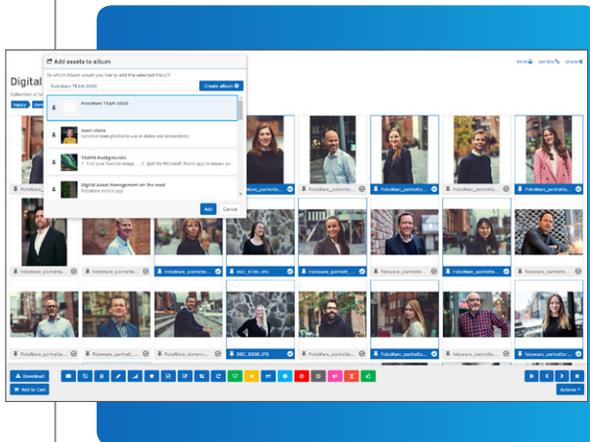
Looking for something specific? Quickly find any document or PDF, then leaf through their pages to find what you need.

[Previewing pages in a document or a presentation](#)

COLLABORATE & SHARE

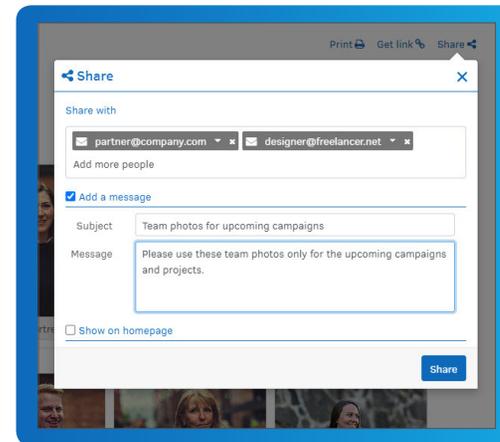
Easily share your selection with others via email, as a public link, or create an album and share directly. Collaborate on files with your team or third parties by adding comments and markers.

[Creating and sharing collections](#)



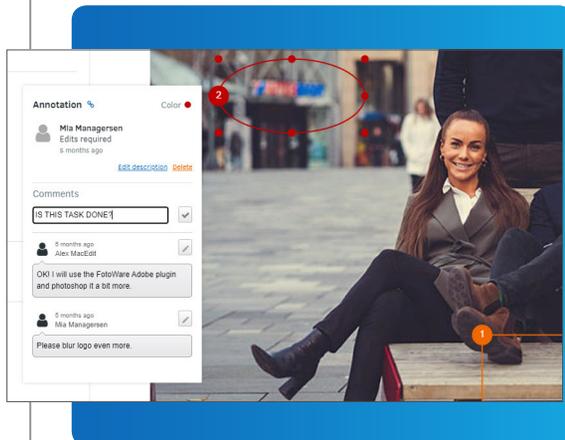
Create and Share Album

Make selections and add files to albums. Easily share them with others via email or link, controlling who has the rights to download or preview assets.



Third Parties Invitations

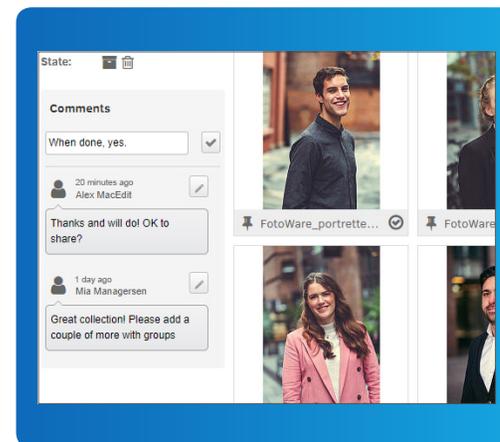
Invite partners and third parties to collaborate on a self-service platform that's intuitive and easy to use.



Collaborate using annotations

Highlight an area in a picture that requires attention and add mark-up and comments to collaborate on-the-fly.

[Working with Annotations](#)



Enable Commenting

Collaborate effectively with your team by using the integrated comments feature to give immediate feedback.

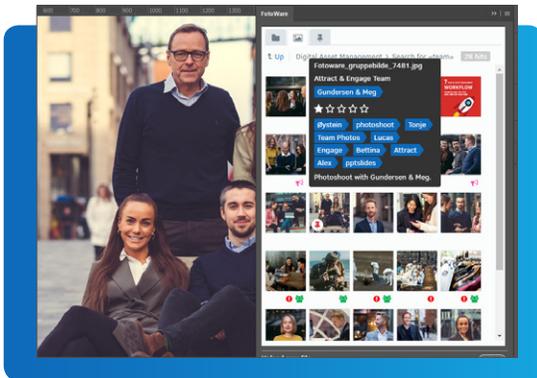
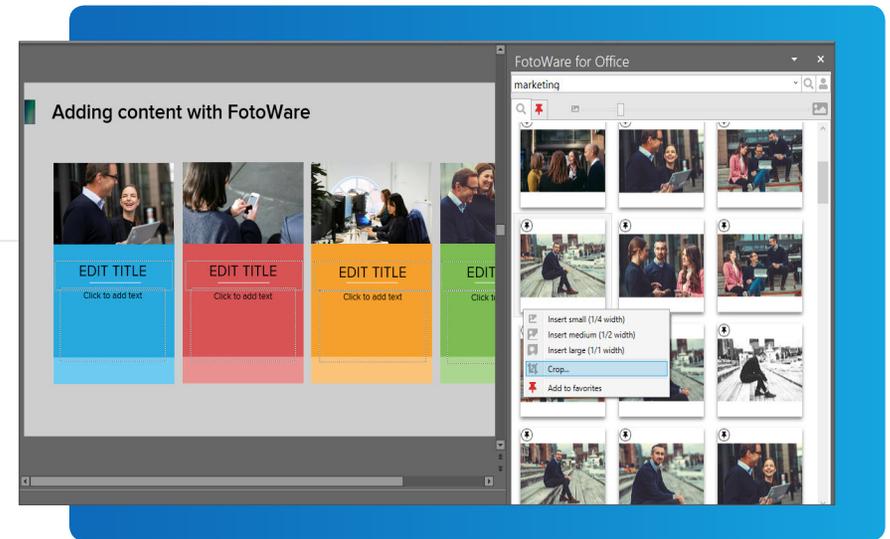
PLUGINS & ACCESS

With FotoWare, users can access media right from the tools they use the most - whether it be the Adobe suite, Microsoft Office or the web CMS. Use SSO to manage user logins and access all files from any platform.

[Using the FotoWare Plugins](#)

Office Plugins

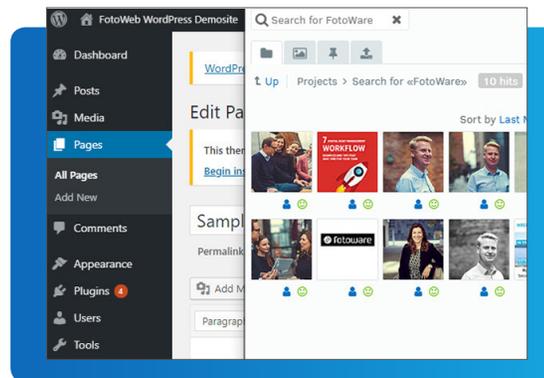
Crop, adjust and insert all approved visual content via the FotoWare plugin for PowerPoint or Word in seconds.



Adobe CC extensions

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Open and edit visuals in Photoshop and Illustrator using the FotoWare plugin for Adobe CC. Use the dedicated InDesign plugin to add visual content to your layout, with optional processing applied.

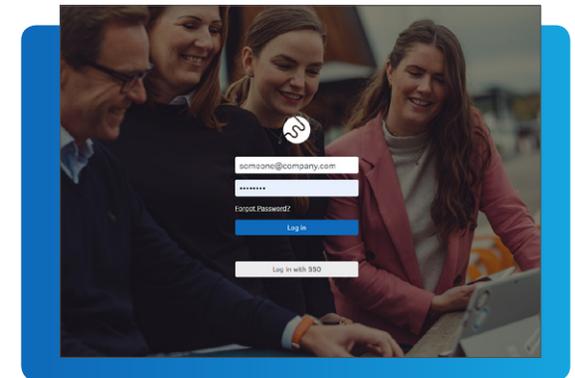


Connectors for CMS

T

Connect FotoWare to WordPress and Episerver using our ready-made connectors to easily export visuals to your CMS. Or create a custom integration with any CMS using the FotoWare API.

[Creating Integrations using Embeddable Widgets](#)



SSO with Azure AD, SAML2, OneLogin, Active Directory and more

P

Don't worry about passwords or user logins - use SSO to manage access and leverage the convenience of automatic login.

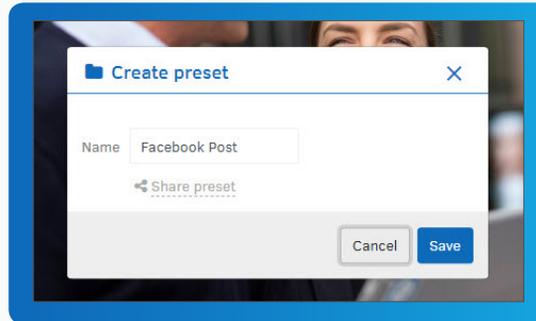
WORKFLOW & AUTOMATIONS

Set up efficient workflows to reduce the time spent managing your visuals. Many of the mundane tasks that used too much time to complete can be completely eradicated with one-click operations.



Process files based on rules

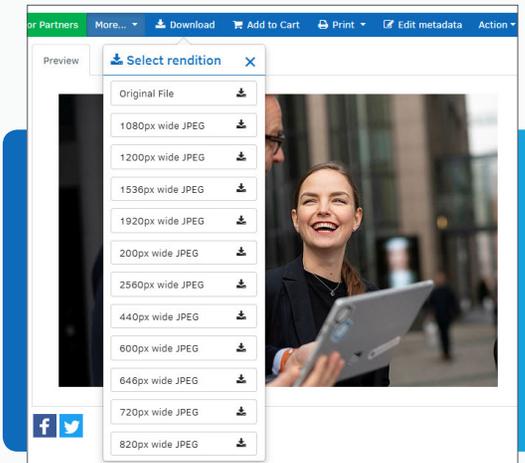
Create rules to define how a file can be used, for example whether it can be sent to a PIM or a CMS.



Download presets

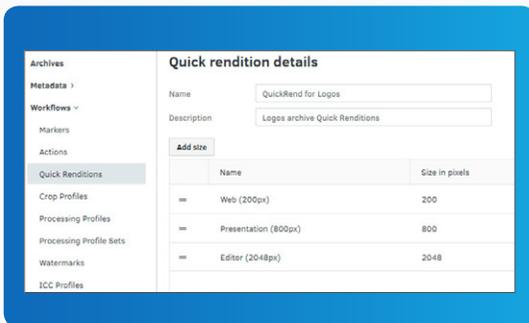
Create a list of presets for every social media channel or website page to produce the correct-size visual in no time.

Configuring Workflows



Processing profiles

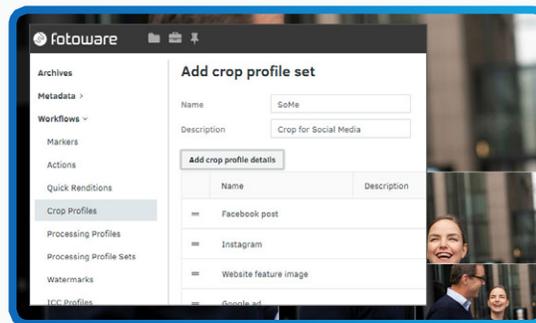
Allow users to download different renditions of an image by creating processing profiles and assigning them to the relevant archives.



Quick renditions

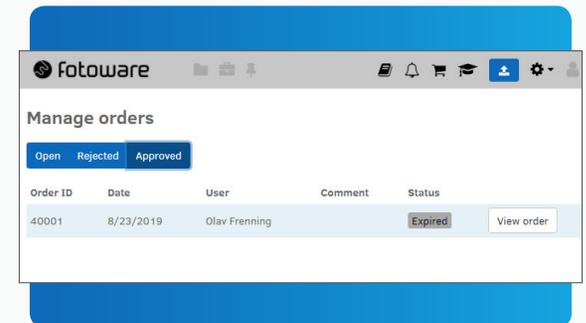
On-demand resizing of images for delivery of a certain pixel size in the browser, with optional watermarking.

[Creating Quick Renditions](#)



Crop Profiles

Customizable crop sizes for use with the FotoWare plugins - allowing users to check out an image for local cropping.



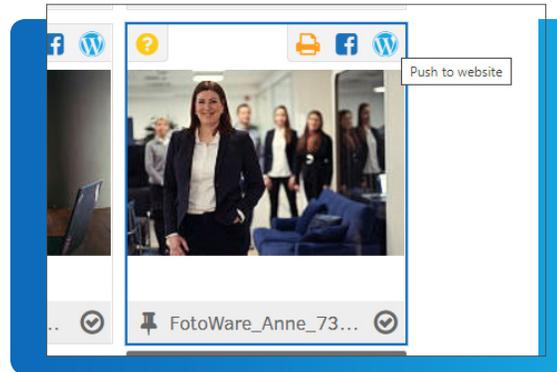
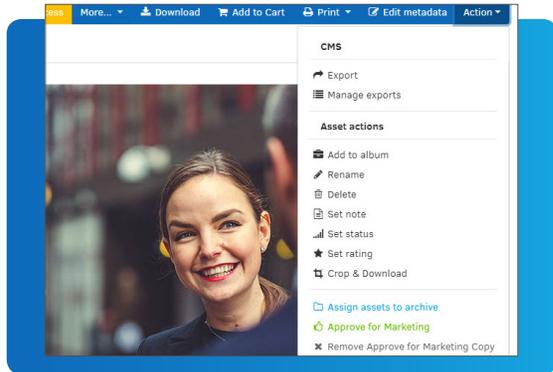
Order and Approve Assets in One Tool

Select assets and add them to a cart, allowing users to check out the assets. Admins can optionally approve and comment on the order. Use webhooks and API support to integrate with other systems, such as payment providers.

ACTIONS & MARKERS

Actions are used when you want to send a file to a destination such as a network share or a workflow process. Visual markers can be attached to any action for example to quickly see how assets may be used.

[Creating and Configuring Markers](#)



Customize actions

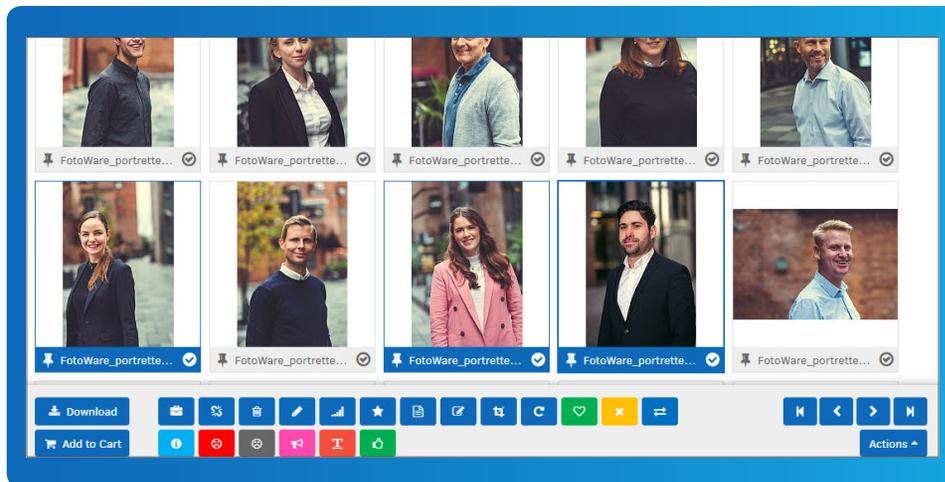
In addition to the built-in actions, you can create actions that automate your processes and enable your team to perform drag-n-drop and one-click operations. [Actions](#)

Responsive Markers

Create clickable, interactive markers to edit an asset's metadata, trigger a webhook or lookup additional asset information in a PIM, for example. [Extended Marker](#)

Control How Files Are Used

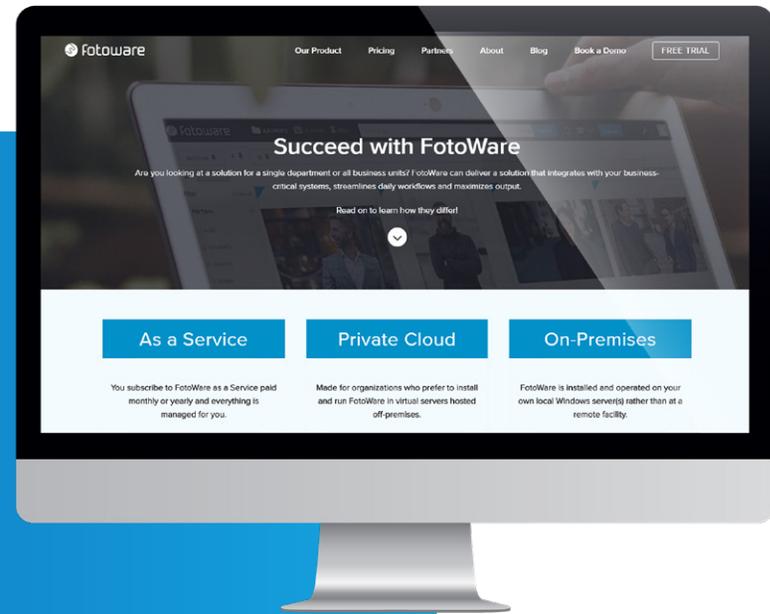
Get the overview of the who, the what and the where. Manage usage with visual markers, notes and ID-tags on your collections.



Action bar

Make some quick actions available for one-click access using a dedicated button on the action bar. Simply make a selection of assets and click on the correct action in the action bar to process.

Find YOUR best fit!



FotoWare is a Norwegian software company which, in the space of 20 years, has become a world-leading provider of Digital Asset Management (DAM) solutions. More than 250,000 users and 4,000 customers in a wide range of industries worldwide use FotoWare today.

Are you looking at a solution for a single department or all business units?

[CLICK TO BROWSE YOUR OPTIONS](#)

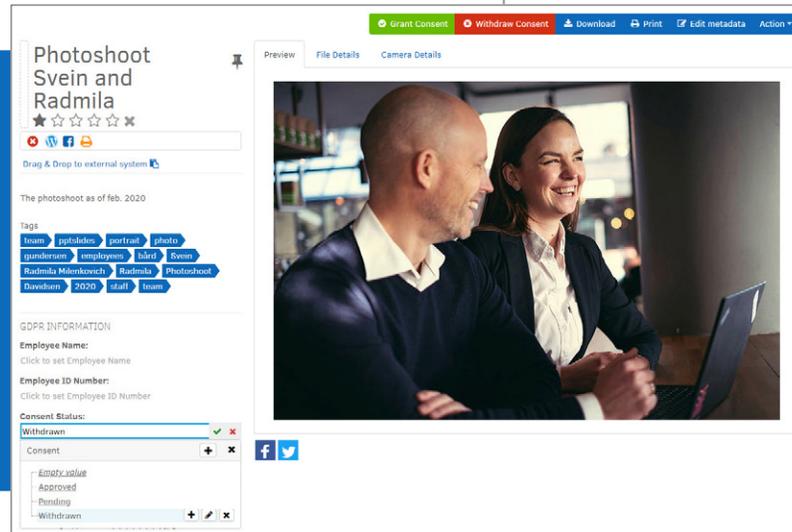
GDPR & SECURITY

Stay on top of GDPR and privacy requirements! Keep tabs on usage approval and consent forms. Respond swiftly to requests for access, rectification, or erasure. Maintain complete control of each asset's publication rights, expiry and renewal of usage licenses.



Approvals

Create self-service approval processes whereby users can choose which of their pictures can be used, and for what, and withdraw usage consent at any time.



Consent forms

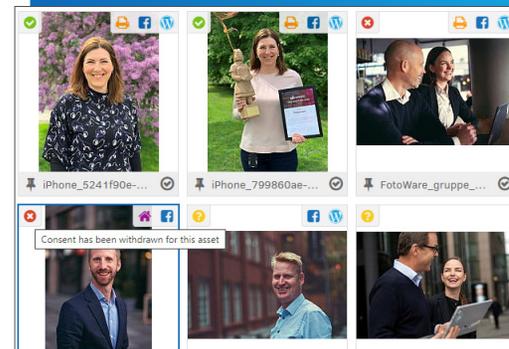
Easily track consent forms and the picture collections they are associated with.

Manage exports

Preview	Filename	Archive	Source	Byline	Publication	Created by	Date	Published	Expires	Actions
	Radmila_parkfotot_71...	Photos			published	radmila.svein@fotoware.com	18/03/2020	1 day		View
	Radmila_parkfotot_71...	Photos			published	radmila.svein@fotoware.com	18/03/2020	14 days		View
	Radmila_parkfotot_74...	Photos			published	radmila.svein@fotoware.com	18/03/2020	144 days		View
	08C_8799.jpg	Photos	Strigir dvergan		published	radmila.svein@fotoware.com	18/01/2020	296 days		View
	08C_8799.jpg	Photos	Strigir dvergan		published	radmila.svein@fotoware.com	18/01/2020	296 days		View
	2018_04_1502.jpg	Photos			published	hla.andreas.ferrug@fotoware.com	07/01/2020	1 day		View
	08b-0487.jpg	Photos			published	radmila.svein@fotoware.com	20/11/2019	349 days		View
	2018_04_2754.jpg	Photos			published	radmila.svein@fotoware.com	10/10/2019	8 days		View
	SC_08C_0779.jpg	Photos			published	radmila.svein@fotoware.com	04/10/2019	1 day		View
	2.jpg	Graphics	betina.isabelle@fotoware.com		published	radmila.svein@fotoware.com	27/08/2019	438 days		View
	2.jpg	Graphics	betina.isabelle@fotoware.com		published	radmila.svein@fotoware.com	27/08/2019	438 days		View
	2.jpg	Graphics	betina.isabelle@fotoware.com		published	radmila.svein@fotoware.com	27/08/2019	438 days		View
	2018_04_1448.jpg	Photos			published	hla.andreas.ferrug@fotoware.com	05/08/2019	1 day		View

Manage and Revoke Asset Usage

Respond to requests for rectification and erasure, making sure withdrawn pictures are never used without proper authorization.



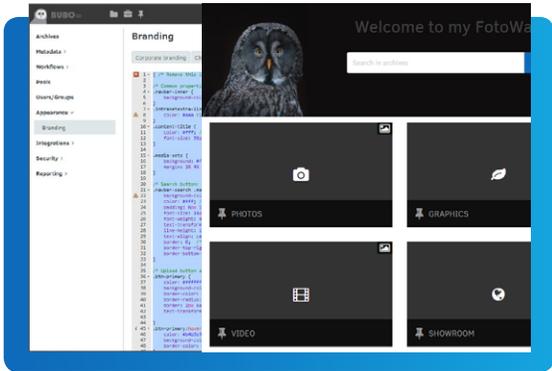
Secure your visuals

Access to visuals can be set at multiple levels, affording you fine-grained control of who sees what and how assets can be used.

PERSONALIZE & CUSTOMIZE

FotoWare can be styled to match your corporate profile and help users feel right at home

[Branding the site](#)



Complete site branding and whitelabeling

Style your site with corporate logos, custom CSS and contact info and terms of use that uniquely represent your brand.

SB

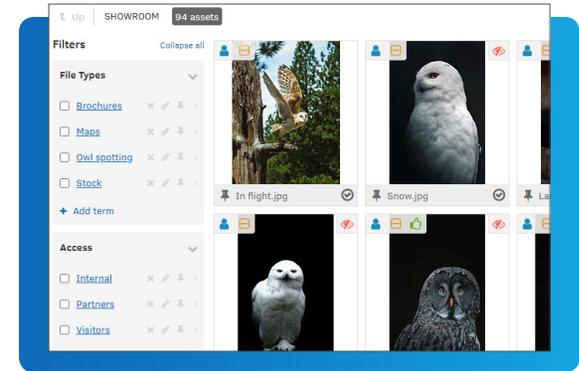
Guest portal

Make an open portal for visitors on your site, that doesn't require login. For example, a press archive with images and videos.

SB

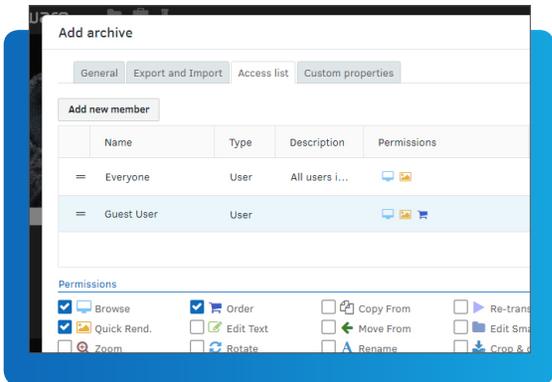
Fully Customizable

Set up your own archives with automation and markers. The entire site configuration is easily available to managers. Best of all, most of the customization can be made by ticking off the options you require and requires no technical expertise.



Personalize your UI

Branding and configuration go hand in hand to create a unique, navigable tour of your most valued brand assets. Create archives and add taxonomies and SmartFolders to guide users to your content with minimal friction.



READY TO TAKE THE NEXT STEP?

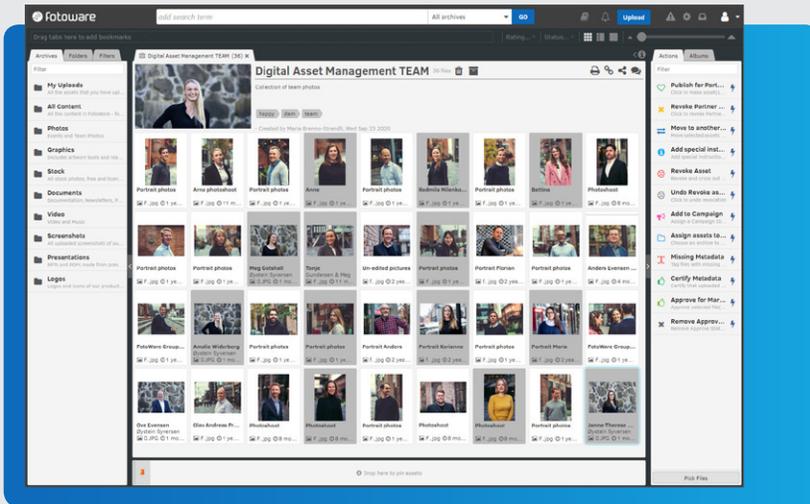
Test in your own time by signing up for a 14-day free trial or book a demo with one of our FotoWare experts.

[14-DAY TRIAL](#)

[BOOK A DEMO](#)

PRO INTERFACE

Increase productivity and work even quicker with large amounts of files.

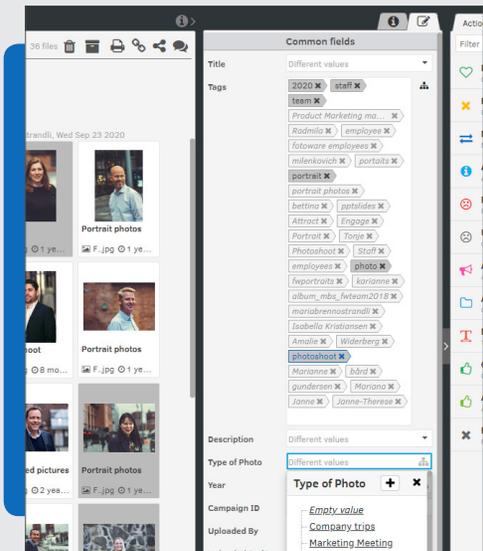


P

[Working with the Fotoware Pro interface](#)

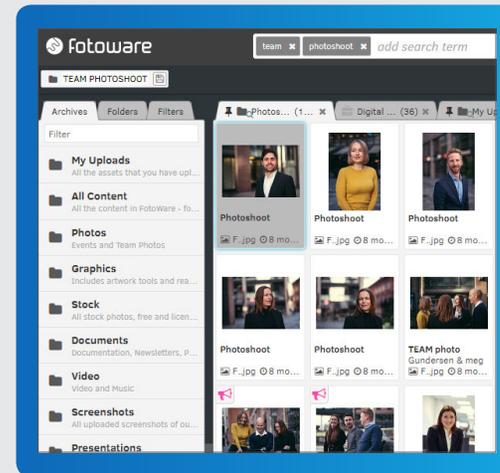
Selection & Culling Tools

We give you the most effective tools for culling large collections of pictures with flexible selection tools and efficient workflows.



Batch Metadata Operations

Select multiple files and add, remove or edit any piece of metadata one-by-one or in batch. There is no faster metadata editing tool on the market.



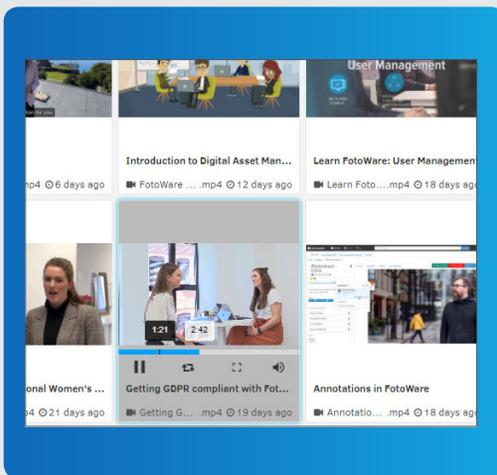
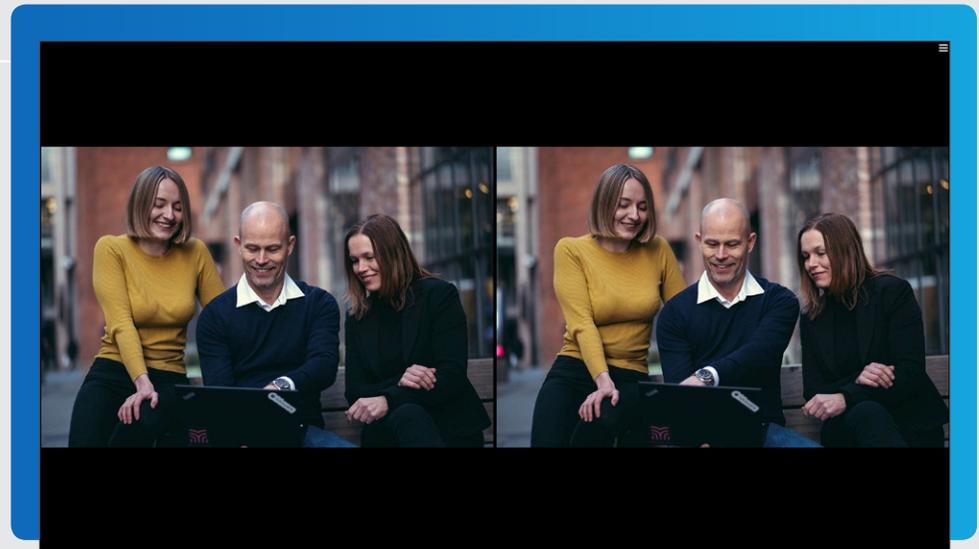
Save Your Favorite Searches

Don't repeat yourself. Create bookmarks with searches you often perform or pin a result, so it opens each time you log in. The search will be actively updated when new assets matching your search criteria are uploaded.

PRO INTERFACE

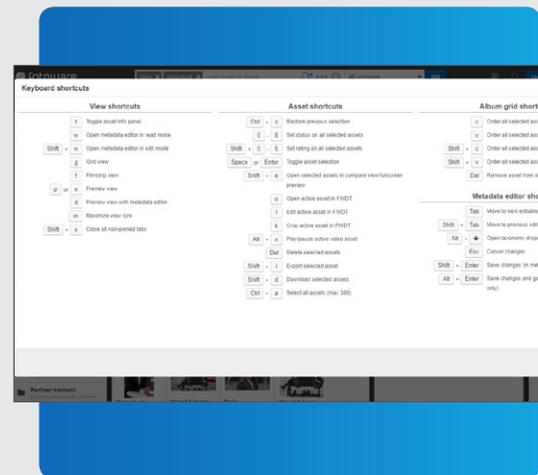
Image Comparison

Our full-screen image comparison tool shows every picture with crisp and sharp detail. Use the compare view when you're working with a range of visually similar assets and need to reduce the selection.



Video Playback in search result

Quickly get an overview of video content with previews directly available in your search results and options to adjust playback speed for rapid playback of long sequences



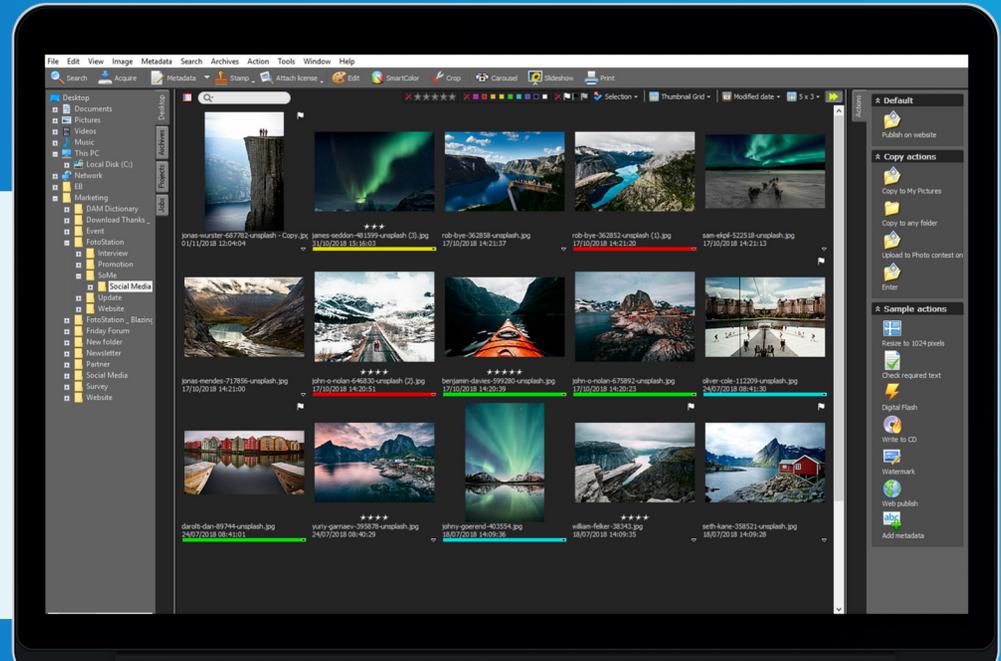
Keyboard Shortcuts and "hidden" Productivity Features

With the keyboard shortcuts, you can manage, organize and edit your assets at the highest speed possible.



FotoStation

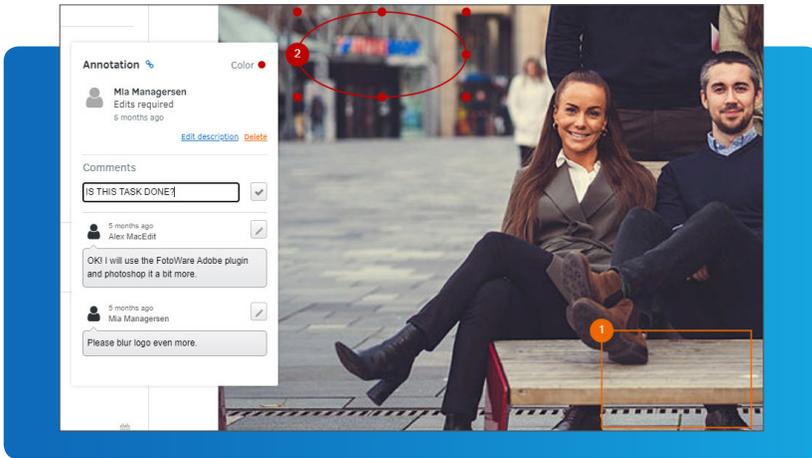
Need a pre-ingestion workstation?



FotoStation was initially developed by FotoWare for newsroom and picture desks to handle large volumes of images from photojournalist in 1990's. Over the past 25 years it has been the preferred workflow management choice for professional photographers and picture editors worldwide in 12 languages for PC or Mac.

FotoStation.com

PRODUCT NEWS 2020



Annotations

Do you collaborate with a designer or photographer and need to share feedback? FotoWare annotation tools enable users to pinpoint a precise location or an area in a picture using arrows and shapes that frame a particular area in the picture, and leave comments connected to the annotation. Use them to break the never-ending email ping-pong cycle.

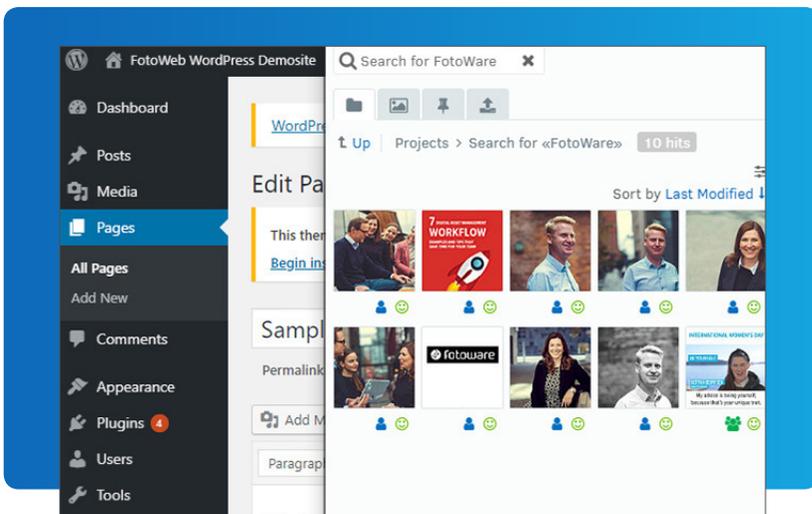
[How to create, configure, and print annotations.](#)



Adobe CC Extensions

FotoWare's Photoshop and Illustrator extensions let you browse and open assets from FotoWare in Photoshop and Illustrator side panel. This enables you to make edits and check it back in to FotoWare. You can even create new visuals from scratch and upload them to FotoWare. Use the dedicated InDesign plugin to add visual content to your layout, with optional processing applied.

[Guide describing all the FotoWare Extensions.](#)

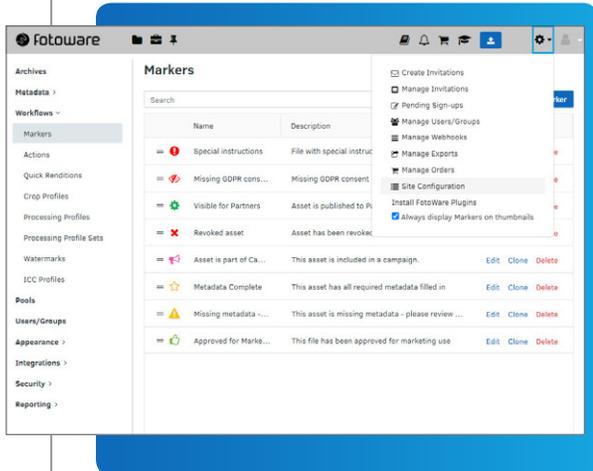


CMS Connectors

FotoWare has always allowed integration with Content Management Systems. Now you can try our ready-built connectors for WordPress and Episerver to export any visual into the CMS, resize it, add special effects, and more. Minimal work is required for actual integration.

[How to use the CMS functionality in FotoWare.](#)

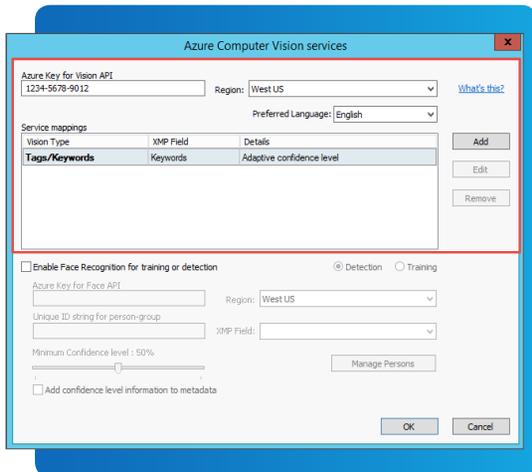
PRODUCT NEWS



Workflows Configuration

Configuration of FotoWare via the Operations Center is coming to an end. Now you can create workflows straight from the user interface. Manage archives, metadata views, and more using tick-box customization. You control who can access the configuration via access lists.

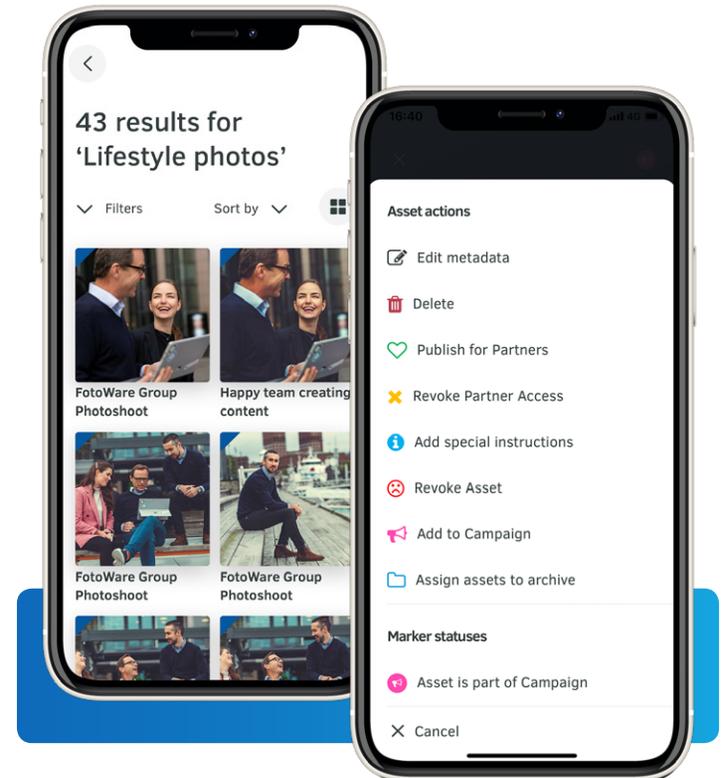
[Configure Workflows](#)



AI for Color Factory Enterprise

The latest image recognition services on the Azure cloud can tag pictures automatically. You can also add tags and human-readable descriptions using Microsoft's cloud service, or train FotoWare to recognize your employees and take the hassle out of tagging staff pictures.

[Automatic tagging using Azure Computer Vision image recognition](#)



FotoWare Mobile App

A companion app for users of a FotoWare Digital Asset Management system. It's a powerful tool that enables you to work with your digital assets on the go. Find, preview and describe assets with metadata, run approval workflows from your mobile, and upload new assets from your photo library or the Files app. Share content with your teammates or external contacts in no time.

[FotoWare Mobile 2020 - Q&A](#)



Enabling people and organizations to do more with their content

FotoWare was founded in 1997 by Ole Christian Frenning (former press photographer 1974-1985 and photo editor of Aftenposten 1985-1991) and Anders Bergman (former leader of development at Hasselblad Electronic Imaging 1985 - 1994), and was one of the first in the world to offer a DAM system.

FotoWare is Great Place to Work® certified and is the 2020 winner of BEST WORKPLACE award for companies with fewer than 50 employees. Strongly tied to our company values FotoWare supports the ODA nettverk and is the proud winner of the ODA AWARD ORGANIZATION – 2020. We are also proud to be an In-Service Training Establishment for young students, giving apprentices the opportunity to gain practical experience and thus helping our local society.



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Our customers are our biggest assets

FotoWare is trusted and used by organizations in a wide range of industries all over the world, ranging from small local marketing teams to multi-national enterprise organizations. More than 250,000 users and 4,000 customers use FotoWare today.

