

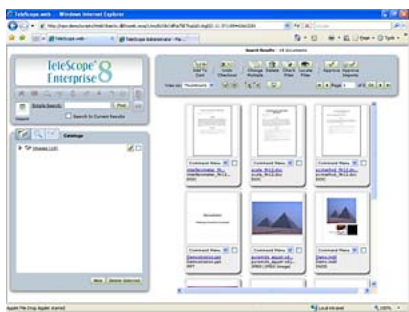
FOCUSED RICH MEDIA MANAGEMENT

North Plains is the world's leading provider of rich media and digital asset management solutions. Built on the TeleScope™ platform, North Plains' suite of products was designed to meet the diverse range of rich media needs from small to midsize businesses and design studios to the complex business challenges of global enterprises. These organizations need to create an end-to-end digital media supply chain that supports the creation, integration and repurposing of rich media in mission critical applications. Customers from all industries benefit from North Plains' expertise in delivering industry defining solutions for the management, collaboration and distribution of rich media assets.

HIGHLIGHTS

TeleScope's robust platform has been selected by a number of media-rich organizations including:

- Named one of the top 100 "companies that matter most" in the digital content industry
- North Plains' TeleScope Recognized by KMWorld as One of the Year's "Trend-Setting Products"
- Named 2009 KMWorld Magazine's "100 Companies That Matter in Knowledge Management"
- 2008 KMWorld Promise Award Finalist
- 12 years of continuous innovation
- 22 million assets under management
- 450 customers
- 250,000 users worldwide



WHAT IS DIGITAL ASSET MANAGEMENT?

DAM is a technology solution for storing, organizing and working with rich media assets such as pictures, images, video and audio. TeleScope is an award-winning digital asset management solution, created by North Plains, that takes DAM beyond an archival system. It is used by companies of all sizes and industries around the world to manage, collaborate on, and distribute their valuable assets, allowing these assets to be repurposed in ways that improve efficiency, and generate new revenue streams.

WHO USES TELESCOPE?

TeleScope, the leading digital asset management platform, is used by creative professionals such as artists, photographers, video editors, marketing, and advertising professionals. It integrates seamlessly with creative authoring applications allowing the user experience to be streamlined, simplified, and easy to use. You'll find TeleScope today in many departments and industries such as:

- Media and Entertainment
- Education
- Broadcasting
- Print and Publishing
- Advertising and Marketing Agencies
- Marketing Departments
- Retail
- Manufacturing
- Pharmaceutical

BENEFITS OF THE TELESCOPE SOLUTION

- Centralized Access to Rich Media Assets
- Enhanced Security
- Cost Savings and Improved Efficiency
- Consistent Messaging and Branding
- Global Web-based Access
- Facilitation of New Revenue Streams
- Department to Global Enterprise Scalability

CUSTOMERS

TeleScope's robust platform has been selected by a number of media-rich organizations including:

- AOL
- Arthrex
- Boeing
- Bowling Green State University
- Forest Labs
- Gallaudet University
- Hachette Filipacchi Media
- Harcourt
- HarperCollins Publishers
- International Greetings
- International Monetary Fund
- Microsoft
- Music Choice
- New York City Ballet & Opera
- Ogilvy & Mather
- Playboy
- Publicis Groupe
- Publishers Clearing House
- Rodale Inc
- T3
- Thomson Learning
- TV Ontario
- UEN
- Viacom
- Warner Bros
- Zimmer

"Implementing TeleScope has allowed us to redefine the way we interact with our customers and partners, while also achieving a strong return on investment."

Richard Schwartz,
Chief Information Officer
HarperCollins Publishers

"We took a business-based approach with the TeleScope implementation, and laid an enterprise framework on which to build, then rolled out to two very large divisions to start. With targeted releases to these individual business units we were able to go from zero to enterprise within seven short months."

Tim Padilla,
Director, Business Systems Planning
Warner Bros.