

TELESCOPE PRODUCT OVERVIEW

TeleScope™ is an award-winning digital asset management platform, providing foundational support for the entire TeleScope Suite of products. This robust platform enables the secure access and management of all digital and rich media content throughout an organization. With its distributed and modular architecture, the TeleScope Suite of products are designed to meet the diverse range of rich media needs from small and mid-size 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 many industries benefit from North Plains' expertise in delivering industry defining solutions for the management, collaboration, and distribution of rich media assets.

POWERFUL, TARGETED SOLUTIONS

Juice Up Your Video Asset Management—TeleScope Video Manager module is ideally suited for organizations that create, ingest, and distribute all types of video assets. It provides support for multi-channel and device publishing, brand management, channel management, corporate communications, video enhanced e-learning, video on-demand, and more. Its performance and enterprise class feature set make it the most cost-effective way for broadcasters, affiliates, post-production businesses and creative agencies to introduce digital asset management into their operations, business and service models.

Empower Your Presentations—TeleScope enables users to quickly assemble new PowerPoint presentations from a centralized interface, allowing organizations to gain efficiencies through repurposing of PowerPoint content while maintaining corporate branding and up-to-date messaging. It provides the tools to control the information being presented so that your organization always delivers a consistent message to any audience. Your sales force and marketing department will love the reduction in time and effort it takes to create meaningful presentations.

Unburden Your Design Department—TeleScope helps companies and creative departments such as marketing and advertising firms, design studios, and publishers as well as print and print services companies manage their QuarkXPress™ and Adobe™ InDesign™ files. It manages customer workflows that require the creation of compound and mixed media documents in both QuarkXPress and InDesign formats. TeleScope also reduces the cost and simplifies the workflow associated with the conversion of legacy QuarkXPress content libraries into InDesign libraries.

TELESCOPE SUITE OF PRODUCTS

TELESCOPE™ ENTERPRISE

North Plains' flagship product is the industry's most advanced, feature-rich, scalable digital asset management system for organizations that require solutions for digital media management & distribution, centralization, workflow optimization, and virtual collaboration. TeleScope Enterprise can support the most demanding, complex, workflow-intensive environments over multiple lines of business whose reach extends across dispersed geographies and business centers.



TELESCOPE™ PROFESSIONAL

TeleScope Professional is a pre-configured, full-featured digital asset management solution that is ideally suited for deployments at a single office site or department. TeleScope Professional offers a simple and convenient way to provide a creative department with a secure, shared repository and workflow solution to manage all digital assets without the complexity of an enterprise-wide solution.



TELESCOPE™ STUDIO

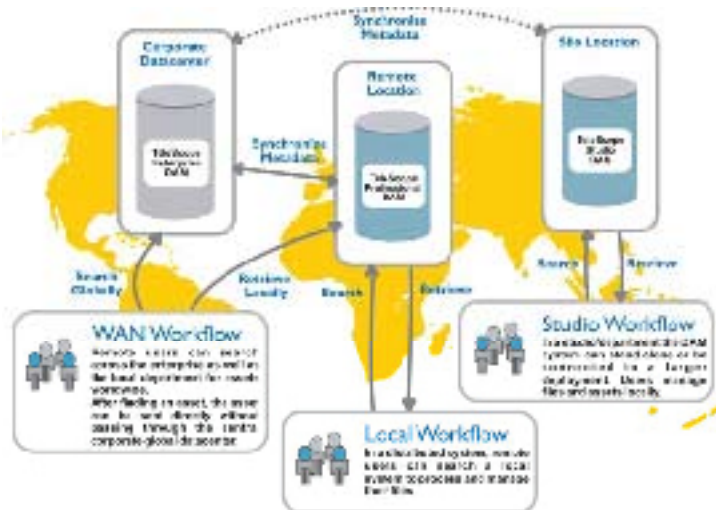
TeleScope Studio is a line of easy-to-use, affordable, out-of-the-box rich media management applications. TeleScope Studio is primarily deployed at the departmental level and in small creative organizations such as ad agencies, broadcast studios and publishers. It delivers targeted solutions for managing Power Point presentations, video files, creative workflows and much more.



FEATURE RICH PLATFORM

The TeleScope platform boasts an impressive rich feature set that supports the needs of all types of creative users across multiple industries. Features include:

- 2007 Global Frost and Sullivan Award for Market Leadership
- Automated import and migration of assets
- File management and flexible indexing
- Full search and browse capabilities
- Deep integration with creative authoring applications like Adobe CS3 and digital editing suites such as Avid and Apple's Final Cut Pro
- Specialized asset types and processes used in industries such as publishing, broadcast, advertising and marketing
- Collaborative workflow
- Re-use and re-purposing of assets
- Reporting and ROI analysis
- Robust security model
- Multiple platform support including Windows, Mac, and browser-based access
- Modular, distributed, and open architecture
- Plug-in modules that allow companies to select the features that meet their unique requirements
- Department to global enterprise scalability



WHO USES TELESCOPE?

TeleScope 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 & industries such as:

- 2007 Global Frost and Sullivan Award for Market Leadership
- Media & Entertainment •Retail
- Education
- Broadcasting
- Manufacturing
- Print & Publishing
- Pharmaceutical
- Advertising & Marketing Agencies
- Corporate Marketing Departments

BENEFITS

APPLY INTELLIGENCE TO YOUR DIGITAL MEDIA

TeleScope opens up new opportunities to apply business logic to your digital assets, turning content into currency, by sharing those assets across the organization in smarter, better ways. For example, assets used in creating publications can be re-purposed for creation of catalogues and supporting marketing materials.

ACHIEVE TREMENDOUS EFFICIENCY GAINS

Find what you need in a hurry. TeleScope's versatile metadata model makes it simple to organize and retrieve digital assets in a way that is natural to your work environment.

SHARE MILLIONS OF FILES WITH THOUSANDS OF OTHER USERS

The TeleScope platform is a highly scalable DAM solution capable of handling millions of digital assets under management, allowing greater return on the initial investment in valuable assets.

SECURITY, SECURITY, SECURITY!

TeleScope allows you to control who sees what, right down to the individual asset and the individual user, so you never have to worry about unauthorized access to your business assets.

ADAPTS TO YOUR WORK FLOW PROCESSES

TeleScope offers flexible workflow functionality that you can configure and define to meet your specific business requirements.

INTEGRATES IN TO YOUR UNIQUE ENVIRONMENT

TeleScope is an open architecture system that integrates seamlessly with your existing business systems. It serves as the primary platform for integrating and organizing media production tools including Adobe Creative Suite, Apple Final Cut, Digimarc, Microsoft Office, PowerPoint, Telestream FlipFactory, QuarkXPress and Virage VideoLogger and many more.

