



NEWS

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Managing Digital Files: Benefits and Road Blocks *VISTA Sponsors an In-depth Study on Digital Asset Management in Publishing*

February 14, 2006... The amount of published digital content available is astounding. It is everywhere within data warehouses, Web servers, file servers, public folders, individual hard drives, etc. The abundance of files also means they get lost and misplaced, which can result in work being done two or three times over. Managing digital files is not a simple task and can be overwhelming, but as the trend toward digital content increases it cannot be avoided. VISTA International, the leading supplier of software solutions and services to the publishing industry, is sponsoring a study conducted by Rightscom in conjunction with Book Industry Communications (BIC) focusing on the rising trends in Digital Asset Management (DAM) in the publishing industry.

"It's critical in today's fast paced online world to not only protect your companies digital assets, but be able to easily store, search, access, modify and repurpose it across all facets of your organization and supply chain. Knowing the latest trends about industry-centric DAM solutions assists publishers in planning their short and long term business strategy," commented George Lossius, Managing Director, Group Operations and Offshore Services, VISTA International.

The study, based on telephone interviews and real world case studies of publishing companies in the United States and United Kingdom, will delve into the trends for Digital Asset Management, what successes publishers have achieved and what challenges they have faced.

Results of the research will be presented at Book Industry Communication's Supply Chain Seminar on March 7th during the 2006 London Book Fair as well as at Book Expo America in June. Copies of the research will be available shortly thereafter.

Complimentary copies of the research can be obtained by registering at http://www.vistacomp.com/about_us/info_request.html

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About Rightscom

Rightscom is a consultancy that specializes in the provision of solutions for the management, trading and protection of intellectual property rights and digital content in the network environment.

About VISTA International

VISTA International is the leading worldwide provider of software solutions and services for the publishing industry. VISTA is a committed business partner to publishers, distributors and booksellers supported by our systems throughout the world. Our solutions fit all aspects of the publishing value chain, from author care through production, rights and royalties to warehouse and fulfillment - all integrated in an e-business environment, with full access to the analytical power of Publishing Intelligence.

To complement our comprehensive enterprise solutions, the full range of VISTA services include applications implementation, applications management and hosting services, and publishing-specific business consulting, together with lifetime customer support.

VISTA was founded in 1977 and has offices in Europe, North America and the Asia-Pacific region. Visit us on the web at www.vistacomp.com.