

Picturepark® partners with Carey Digital in the Americas

Press release dated January 17, 2012 – For immediate release

Abstract: 366 characters

Carey Digital and Picturepark® are announcing as of today their partnership for Picturepark-powered DAM solutions. Carey Digital, a long-standing premium provider of Digital Asset Management and publishing workflow solutions based in Cincinnati, will resell and integrate the user-friendly, web-based and highly scalable DAM system Picturepark® as a Premier Partner.

Full version: 1'630 characters

San Francisco, 17.01.2012 – Few months after opening their US distribution office in San Francisco, Picturepark® announces that Carey Digital has become a Premier Partner for reselling, integrating and supporting their DAM solutions in North America. Picturepark is a 3rd generation DAM system which is user-friendly, web-based and highly scalable with regard to functionality, performance and costs.

"I'm excited to partner with Carey Digital, one of the highly-respected long-standing integrators of DAM in the States", says Ramon Forster, President of Picturepark/VIT Americas. "This will further strengthen the presence of Picturepark in the States and allow our growing base of local customers to get expert advice and integration from the very best in the DAM industry".

Picturepark is a market-leading DAM system in Europe with over 250 Enterprise organizations using it world-wide. The system is offered with a traditional perpetual license model as well as in form of Software as a Service (SaaS) or cloud services where it is pioneering the market since more than 15 years.

Carey Digital is diversifying their DAM portfolio to help address the growing demand for web-based and cloud-hosted solutions. "We've found that Picturepark offers a very powerful, scalable and affordable solution, matching the market demands and are excited to be joining them in this partnership", says Beth Hogan, DAM Solutions Account Manager at Carey Digital.

Carey Digital with head office in Cincinnati is an established player in the DAM-market since more than 15 years. The company provides printing, prepress and design as well as Digital Asset Management services.

About Carey Digital: 473 Characters

Carey Digital (www.careydigital.com) is a technology consulting company focused on offering Digital Asset Management Project & Workflow Management services including, Installation, Integration, Customization and Training. Carey Digital has been providing high-level Integration and customer services for over 15 years, servicing many small to very large well-known companies in Advertising, Educational, Government, Medical, Publishing, Digital Imaging/Print and Pre-press.

About Picturepark & VIT: 856 Characters

Picturepark (www.picturepark.com) is a user friendly web-based application offered as SaaS/Cloud or perpetual license. Picturepark allows to manage all popular rich media files (images, layout documents, illustrations, videos and sound files) and to easily find, preview, collaborate and share these digital assets across any organization (inter/intranet). Offering extensive user rights and permissions all digital assets are kept under control, shared with authorized parties only.

Picturepark is considered a “3rd generation”-DAM solution by supporting deep integration into existing environments and by providing efficient workflow support, multi-lingual taxonomy as well as rich multi-tenant capabilities.

Picturepark is developed by Vision Information Transaction Inc. with offices in San Francisco, Vienna, Hyderabad and headquarters in Switzerland.