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## INTRODUCTION

Limehouse Interactive’s MediaStore system is a true web based digital asset management

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system. It has been designed to aid your organisation in the storage, control, cataloguing and management of the distribution of your digital assets.

This manual will take you through all the features and functions of the software. It will enable you to realise MediaStore's full potential in managing you digital media files.

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## Registering for an Account

To be able to submit order through MediaStore, you must have an active account. If the Administrator has not already created an account on your behalf, you will be able to submit your details for registration.

You can register at two points within the system: by clicking on the 'Log In' icon in the very top right hand side of the screen, or when you choose to add an item to a basket. Either of these functions will result in your being directed to the log in screen. You will notice the statement 'Register Now?' By clicking this, you will be presented with the registration form. Please fill in the details fully and remember to choose the categories that you wish to have access to. When completed, click the 'Submit' button. This will then send a request through to the administrator. When your account has been activated, you will receive an email giving you your login details. Simply revisit the login screen and enter your details. You will now have access to MediaStore.

## Permission Models & Profiles

MediaStore has been created so that it can be structured to suit your organisation's needs. To enable this to function, MediaStore has the inbuilt functionality for a wide range of user profiles. They are as follows:

- Administrator – global administration rights for the entire system
- Asset Author – global asset upload rights, no approval privileges
- Category Administrator – administration rights within specified category(s)
- Category Asset Author – asset upload rights to specified category(s)
- Standard User – User privileges to specified category(s)

### Default User Settings

The following settings are those that all user types are assigned. They relate directly to the searching and basket management functions:

- Search for assets
- Preview assets
- Add assets to baskets
- Manage baskets
- Order baskets

### Default Administration User Features

As you will see, all order and assets uploaded by Standard Users, Root Asset and Category Asset Authors require approval prior to downloading.

Both Root Administrators and Category Administrators require no approval for orders and uploaded assets. Orders are automatically approved for download and all assets uploaded will be automatically approved.

## Definitions of administration profiles and roles

### Administrator

An administrator has global access rights to perform any function on the system. This profile can be used in two fashions, dependant on how the software is utilised.

If MediaStore is deployed as one overall library, with no dissemination of categories, the Administrator profile can be used as the individual who is in charge of performing and executing all tasks.

If MediaStore were deployed where categories have their own Category Administrators, the Administrator would then be expected to perform a “back up” and Super User role to other Category Administrators.

Administrators can perform the following tasks:

- Add Asset – can upload single assets
- Add Batch– can upload multiple assets at a time
- Orders – review and process orders
- Assets – onward maintenance of assets
- Users – create and maintain user profiles and accounts
- Categories – create and assign privileges for categories
- Reports – generate reports on activity of assets, order and users
- Inclusion Requests– complete inclusions requests for assets and users from other Category Administrators

In actuality, the Administrator has root level access and privileges. It allows for them to operate in an advisory and supporting role to all other levels of users.

### Asset Author

An Asset Author has the capacity to upload files centrally to the master library, but they do not have publishing rights. All assets uploaded require review and approval by the administrator(s) prior to being made available to users to search and order.

An Asset Author has the ability to perform the following administration tasks:

1. Add Asset – can upload single assets
2. Add Batch – can upload multiple assets at a time

### Category Administrator

A Category Administrator’s role is to maintain all processes within the categories that they are assigned to. They have the ability to perform the following tasks:

1. Add Asset – can upload single assets
2. Add Batch– can upload multiple assets at a time
3. Orders – review and process orders
4. Assets – onward maintenance of assets
5. Users – create and maintain user profiles and accounts

6. Categories – create and assign privileges for categories
7. Reports – generate reports on activity of assets, order and users
8. Inclusion Requests– complete inclusions requests for assets and users from other Category Administrators

All the above functions are performed within the categories that the Category Administrator is assigned to. To add Assets and Users to those other categories outside of their control, the also have the added benefit of sending inclusion requests to other Category Administrator's.

### Category Asset Author

A Category Asset Author has the capacity to upload files centrally to the master library, in categories they are assigned to; but they do not have publishing rights. All assets uploaded require review and approval by the administrator(s) prior to being made available to users to search and order.

A Category Asset Author has the ability to perform the following administration tasks:

1. Add Asset – can upload single assets
2. Add Batch – can upload multiple assets at a time

### Standard User

A Standard User has no administration privileges.

## **USING MEDIASTORE**

MediaStore has been specifically designed to be easy to use. All user types (Administrator, Asset Author, Category Administrator, Category Asset Author and Standard User) use the same mechanic when searching for files. The main functional difference between Administrators (Root & Category) and other user types is that order placed by Administrators (Root and Category) requires no approval prior to downloading.

This section of the handbook will deal with the actual workflow of using MediaStore to locate, preview and order assets.

### **Searching for Files**

MediaStore has a multi-tier approach to searching for files. Your search for files can span from a simple keyword search through to a more detailed approach.

To perform a simple keyword search, simply enter the word(s) you wish to search for in the keyword search field and click 'Search'.

To specify a more detailed search, simply select a combination of one or more categories and/or the 'Advanced Search' options. Please be aware that using a combined search will restrict your search and may result in less assets being returned.

To return all assets, simply click the 'Get All' button. Alternatively, you may click the 'Search' button next to the keyword search field, without entering any words into the field.

By default assets will be returned in “Thumbnail” view. You may wish to display them in “List” view instead. To do this, simply select the “List View” radio button before searching.

### **Previewing Assets**

Upon performing your search, you will be presented with the master preview library. This page will contain 24 assets to a page. If more than 24 assets are returned as a result of your search, you can navigate the pages by using the arrows & page number present on screen just above the top left asset returned.

For each asset you will see two options, ‘Add to Basket’ and ‘Preview this item’. Click on the ‘Preview this item’ icon and you will be taken to the individual asset preview page. This page provides you with information on the file so that you can decide whether this asset is suitable for your needs. This information includes:

- File Name
- File Size
- Image Size (pixels)
- Size at 300DPI (for print)
- Price
- Description
- Keywords
- Categories
- Advanced image data

In addition, you will be able to view that asset’s history by clicking the ‘Asset History’ icon. This will present you with a full profile of who has previously ordered the asset. To contact any of these users, simply click on the email icon to open your email client, pre-filled with the recipient’s email address.

Should the asset not be suitable to you, simply click the ‘Back’ icon to be taken back to your library of search results.

Should you wish to place an order for the asset, simply click on ‘Add to Basket’. At this stage, one of two things will happen. If you are not logged onto the system, you will be directed to the login screen. If you are already logged into the system, your basket icon in the top right will show the asset as being added.

Please log into the system should you be required to. This will then direct you to your basket manager screen.

### **Managing Baskets**

To enable users to get the most out of MediaStore, there are extensive basket management features. These features make it possible for users to manage multiple projects and collaborate with other MediaStore users.

You can visit your basket management section of MediaStore by clicking either the ‘My Basket’ tab or by clicking the ‘My Basket’ lozenge within the master image library preview page.

**\*NOTE – New Basket is the default setting for all baskets. If you have created a new basket with a different name, this is the name of the basket that will appear in the lozenge within the master preview library.**

### Creating Baskets

New Basket is the basket name given as a default. This default name can be changed as part of the system configuration. When creating a new basket, “New Basket” can remain as the basket name but it is advised that you change the name of the basket for ease of reference. To change the name of any current basket open, or to create a new named basket, when in the Basket Manager Screen, use the Save Basket As feature. Simply enter the title of the basket as you wish to name it and click Save.

### Navigating Baskets

Once you have saved your basket, you will now be able to view it in the drop down list titled Open Basket. Simply choose the basket that you wish to open by clicking it in the list. You will now see that the title of the basket you have opened is present on the right hand side of the screen.

### Sending Baskets

MediaStore has a Send Basket feature that allows registered users to send baskets to one and other to enable project collaboration.

To send a current basket to another user, simply click Send Basket. You will now be presented with two forms. The top form contains a list of the registered users on your MediaStore. Simply locate the user you wish to send the basket to in this list. Once highlighted, enter text into the box below. This will be a message to the other user as to why you wish them to view the basket contents.

Simply click send to inform the user that you have sent them a basket.

### Opening Received Baskets

Should you receive notification that a basket has been sent to you from another user, it will be shown in the drop down list called ‘Open Basket’.

The basket that you have been sent will be titled thus:

“From John Smith: BVPP”

### Deleting Baskets

**NOTE: Once deleted, baskets cannot be retrieved.**

**NOTE: New Basket, as the default basket, cannot be deleted.**

To delete a basket, firstly ensure the correct basket is currently open. If not, choose the correct

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basket using the 'Open Basket' feature.

When the correct basket has been selected, simply click on 'Delete Basket' from the list of options on the right hand side of the screen. Click 'Delete' where you will be asked to confirm your action.

Should you require to delete the contents of your 'My Basket', please tick the 'Select for removal' option and save the changes, as described in the next section called 'Managing Basket Contents'.

#### Managing Basket Contents- Deleting Assets

You may also choose to delete individual or all the items from your current basket without deleting the basket entirely.

To remove one or more assets from a basket, click the box called 'Select for removal'. When you have completed working through the basket, click the button called 'Save Changes'. This will remove all the assets that have been selected in the current basket for removal.

#### Managing Basket Contents- Creating Personal Information

Next to each asset in your basket, you will see a text box. This box is for personal comments to serve as a reminder as to why you selected the asset. For example, you may wish to say 'I need this for page 4' etc, etc.

Once you have entered the text in the box(s) that you wish to use, simply click 'Save Changes'. This will save the information to the selected basket and you will be provided these details once more when you order has been approved.

To remove or edit personal reminder(s), make your text alteration and once more click 'Save Changes'. Again, this will save these details to the basket.

#### Managing Basket Contents- Chargeable Images

MediaStore supports the use of chargeable images but does not have an e-commerce function built in. Where the administrator deems those images chargeable, you will see 2 text boxes in the Basket Manager screen.

One will show the price, the other the quantity. Simply enter the amount of times you intend to use the image. Remember to click 'Save Changes' to save your data entry.

### **Ordering Baskets**

In order for you to be given access to the source asset(s) contained in your basket, you must submit an order to the administrator. Prior to placing an order, ensure that you have used the 'Save Changes' feature to save any data that you may have entered into your basket contents.

To order your basket, simply click 'Order This Basket'. This will then open a text box. This box MUST be filled with the intended use of the asset(s) you are ordering. This will be used

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by the Administrator to evaluate your order.

Once you have entered your text, simply click the 'Order' button. You will then be presented with a message on screen thanking you for your order.

You must now wait until you have received notification from the Administrator that your order has been processed.

### **Viewing the Status of your order**

Once you have submitted an order, you can track its progress by using the 'My Orders' tab on the main menu.

In this section, you will be presented with a list of your orders. Each order will be shown with a coloured icon, each representing the status of your order.

- Approved for Download
- Pending
- Not Approved

When you first submit an order, it will be shown as pending. By clicking on the Details Icon next to the basket you wish to view, you can track the status of each of the assets that you have ordered. Included in this screen is also Admin Comments which are the notes back to you from the administrator on that specific asset. Where individual assets are not approved, they will be shown as red. Approved Assets will be shown as green.

**NOTE: If the overall status of an order is shown as approved, this means that it has been approved for download. Certain assets in your basket may still have been rejected. Use the Details feature of your order to view entire asset record.**

### **Downloading Approved Orders**

Once the Administrator has approved your basket for download, you will receive notification via email. You can either choose to click on the link presented to you in this email or simply visit the 'My Orders' section within MediaStore.

By clicking the link, an Internet Browser will open at the Login screen. Simply enter your details and you will be directed to the Order Status screen where you can view the contents and comments on your basket from the Administrator.

To download the basket, simply click Download Now. A File Download Box will appear; choose to either save the file to a location of your choice or open the file.

### **Opening Downloaded Baskets**

All baskets downloaded from MediaStore are standard WinZip format. To open baskets, you must have WinZip Installed. For Apple Mac users, you will be able to use Stuffit Expander.

To open the downloaded file, simply double click on the icon and follow the standard WinZip extraction process. If you do not have WinZip, it can be downloaded for free here:

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<http://www.winzip.com/downwzeval.htm>

Download the evaluation version that is free to use.

### **Your Basket Contents**

When you have successfully extracted your basket contents, you will have a combination of the following

- Image file(s)
- Text File receipt

The image files you will have will be those that have been approved by the administrator to be downloaded.

The text file acts as a receipt to your entire original order. In this file is a wealth of information on your basket. The items are as follows:

- Basket Name
- Order Date & Time
- File Name (inc administration comments and your personal comments)
- Cost (where applicable)

The most important elements in the text receipt are the file names and comments. Where you entered your personal notes in your basket manager, this is where these will be shown. Additionally, if the administrator rejected asset(s), their feedback to you will also be shown here.

## ADMINISTRATION FEATURES

MediaStore has a vast range of administration features to allow you to maintain all aspects of the system.

To access the administration homepage on the system, you must be logged into the system and have administration right assigned to your account.

When logged in, please note that you have a new tab on the main MediaStore tab menu. The tab is called 'Admin' and clicking this will direct you to the administration section.

On this screen, you will be presented with 8 options:

1. Add Asset – add new assets – single asset uploads
2. Add Batch – multiple file uploads
3. Orders – review and process orders
4. Assets – maintain asset data
5. Users – administer user accounts
6. Categories – maintain categories
7. Reports – generate usage reports
8. Inclusion Requests – complete inclusion requests for assets and users from other Category Administrators

### Add Asset

**NOTE: The Maximum file size for uploads is set at 10mb per file.**

To add a new single file, select the Add Asset option. Click the 'Browse' button to locate the file you wish to upload. Once you have located the file, double click on the file name or click the 'Open' button on your Explorer window.

You will now see that the file location name is present in the text box. By clicking the 'Add Asset' button the file will be transferred to the server. This may take a few moments depending on file size and connection speed.

When the file has been successfully uploaded to the system, the screen will automatically refresh and you will see a dynamic thumbnail of the image along with text boxes for the asset content.

You can now work through the following options to include the asset data:

- Description – free ranging text (meta data) for you to add a description of the image. You may also use this option to add any other additional instructions that users may find useful.
- Keywords – add keywords (meta data) for accurate searching. Use spaces or commas between words. The more keywords that you can assign to the file, the better the search will be for users.
- Primary Category – Choose the primary category that the asset is to belong to. The administrator of this category will then be responsible for the onward maintenance of this asset.
- Categories – select both primary and secondary categories that the asset will belong to.
- Further Drop Down Menus – these options will be dependant on those chosen at system configuration. Simply select the options you wish to include. As a default, MediaStore is provided with Black & White or Colour, Portrait or Landscape and Year.
- Price – where an image is chargeable, enter the unit cost, e.g. 0.50 would be 50 pence and 1.50 is one pound fifty pence.
- Asset Expiry – set a date where the image would expire (where applicable). Date format is DD/MM/YYYY, so 10/10/2004 would be the 19<sup>th</sup> October 2004.

Once you have entered in all the asset data you require, simply click the ‘Save’ button to complete the process.

### **Further Explanation of Asset Data Options**

#### Keywords

By default, when an asset is saved, the source image filename will be saved as a keyword (but will not show up in the “Keywords” field).

#### Primary Category

The Primary Category is for ownership rights of the asset. This **MUST** be selected to ensure that the asset is included in the master library.

#### Categories

The Primary Category must be selected in the overall category list for inclusion. Also ensure that you select the parent of any sub-category you may choose. Selecting the sub-category alone will now permit the asset to be saved.

### **Add Batch**

**NOTE: The Maximum file size for uploads is set at 10mb per file.**

**NOTE: The batch Upload tool requires the Java Runtime environment installed. This will install automatically should you not have it installed. Follow the onscreen instructions to install the Java Runtime environment.**

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To enable multiple files to be uploaded, select the Add Batch option. You will be prompted to trust the digital signer of the applet – click “Yes”. Once the Java applet has installed, you will be presented with the batch upload tool.

To locate the files you wish to upload, click Add Files. Using the navigation options in the tool, locate the files you wish to upload. Please ensure that you only try to upload files at this stage from a single source. You will have the option to add additional files later. When you have located the files, simply hold down ‘Ctrl’ key on your keyboard and click on the file names you require.

When you have selected all the files you wish to upload, click ‘MediaStoreV3 Upload’. You will now see the file names in the holding are on the left hand side of the applet. You may now, if you wish, use the routine again to locate additional files from another location by clicking ‘Add Files’.

When you are happy that you have the files ready for upload, click ‘Upload Files’. The files will now transfer to the server. This may take a few minutes depending on the overall size of the files that you are uploading and your connection speed. It is advisable that you should only action Batch Uploads when use of MediaStore is low. We would recommend using Batch Upload at the end of the working day.

Once files have been successfully uploaded, you will be taken back to the Add Batch screen. To view the files that have been uploaded, you must visit the ‘New Search’ tab on the main menu. Clicking this option will take you back to the master search screen. You will see a category called Batch Uploads. Simply select this category, and then search. On screen will be all the files that you have just uploaded. To administer the content of the files, select the ‘Edit this File’ option under the files required. You can now complete the process of adding asset content as carried out in the single file upload.

Revisit the Batch Upload category every time you wish to administer a batch-uploaded file.

## Orders

This is where you come to administer orders submitted by users of your MediaStore. Viewing this area will present you with a list of orders, in chronological order with last order first.

When a new order is submitted, it will be shown with an amber light, denoting its pending status. To view the content of the order, click on the details icon on the far right. In this section, you can enter comments on each asset in the spaces provided. Simply choose to either Approve or Reject each asset in turn to process the order. To complete the order, click the Update Order button. You will be shown a message on screen stating, “This order has been successfully updated”.

Now simply click the ‘Back’ button above the order to go back to the order log.

**NOTE: As a shortcut to approving the entire order, you may click the AMBER button in the main Order Log to GREEN. Alternatively, you may click the GREEN button once more to change to RED to change the entire order status to UNAPPROVED.**

**TIP:** You can filter your orders by using the filter on the right hand side of the screen. Here

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you can filter by PENDING, APPROVED and UNAPPROVED and by specific user.

## Assets

This section allows for the administrator to process assets that have been uploaded by Asset Authors. When notification is received from the system that an asset has been uploaded, this will be the area that the asset will be held, awaiting approval.

Assets uploaded by Asset Authors will be shown RED (unapproved). To administer the content, click on the DETAILS button. This page will be familiar to Administrators as it is the same as that for adding new assets.

As an Administrator, you can make any amendments you like to any of the asset content. Once you have completed your changes, simply click the 'SAVE' button. This will direct you back to the Asset Admin list where a click on the RED button will change the status of the asset to GREEN (approved). This file will now be placed in the master library for searching.

If you are not happy with the asset, in the asset editing page, next to the SAVE button is a DELETE button. This can be used to delete the asset. Prior to deletion, you may wish to contact the Asset Author or ADMINISTRATOR who uploaded the file, and in the editing screen you will see 'Uploaded By: NAME'. This is a dynamic email link to the user.

Alternatively, you can choose the delete option next to the ASSET on the master Asset Admin list.

**TIP:** To easily locate the file that you wish to administer, use the standard MediaStore search routine to resource the file. When logged in as the administrator, when you search for assets, your results will be shown as with all other MediaStore searches, with the exception of a 'Edit this Asset' icon under the dynamic thumbnail. By clicking this icon, you will be directed to the Edit Asset page as before. Please complete the process of editing your assets as outlined earlier in this section.

**TIP:** You have two additional options on this screen. To the right of the screen, you can click ADD ASSET to enter the add asset area. Additionally, you can choose to filter the assets by their status, APPROVED or UNAPPROVED.

## Users

This section of the administration area allows for you to maintain all the user profiles and permissions for MediaStore. In this section, you will be able to create new accounts, edit existing accounts and approve or reject user registrations.

### Create a new account

To create a new account, simply click the 'New User' button. This will take you to the User Details page. Fill in the fields of information with the relevant details. To choose the users level of account, select their permissions from the GROUP drop down list. A description of the differing types of users is as follows:

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- Standard User – access to categories as selected from the category list. No administration privileges
  - Asset Author – access as with Standard User with the addition of being able to upload assets to all categories
  - Administrator – root privileges to all areas of MediaStore
  - Category Administrator – administration privileges to categories selected
  - Category Asset Author – asset author privileges to categories selected

To select the categories that Category specific users have access to, simply check the boxes from the list provided. When completed, click the 'UPDATE USER' button. This will approve the account and automatically send a notification email to the user.

### Approving User Submissions

When a user signs up for access to MediaStore themselves, the accounts will sit in this area and be shown as PENDING. To edit and approve their details, click on the DETAILS button next to their entry on the list. Here, as with the New User profile, you can alter and administer every aspect of their account details. If you make any changes, remember to click UPDATE USER. This will then direct you back to the list. Clicking on the AMBER icon will change the account to GREEN (approved). This will then send a notification email back to the user.

If you choose not to approve an account, you can use the email link in the User list to contact the user directly, providing them with details as to why their account was not approved. Also, this mechanism can be used to verify users prior to approval.

### Onward Maintenance of Users

MediaStore is flexible enough for you to maintain account on an on-going basis. Simply by clicking the GREEN (approved) and RED (unapproved) icons from the user list, you can switch on/off accounts as you need. This is especially handy when maintaining temporary accounts.

**TIP:** You can filter your users by approved on unapproved. Simply use the drop down list on the right hand side of the screen.

## **Categories**

This section provides the ability to create and delete both primary and secondary categories.

To create a primary category, ensure that MAIN CATEGORY is selected in the drop down box. Simply enter the category name in the box and click ADD.

To create a secondary category, ensure that the primary category is selected in the drop down list. Write the name of the secondary category in the text box and click add.

To delete either a primary or secondary category, click the delete icon next to the category name you wish to delete.

**NOTE:** Deleting a category will result in all references to that category being removed from both user and asset profiles.

## Reports

MediaStore has the built in functionality to generate reports on assets, users and orders. By default the Most Downloaded Image Report will be open.

### Most Downloaded Images Report

Simply choose the number of top assets you wish to see from the drop down list. Click VIEW REPORT to see data.

### Most Active User Reports

Again, select the amount of users you wish to see, and click VIEW REPORT. By selecting VERBOSE REPORT and clicking VIEW REPORT will provide a details report with all the user details being shown.

### Orders Date Range Report

To view the orders placed between two dates, simply enter the date range from and to in the boxes provided. Click VIEW REPORT to view data.

## Inclusion Requests

Where assets are uploaded within specific categories, the administrator or asset author for that category can request that their assets be added to categories out of their control.

Each time that this happens, a notification will be sent via email. This section is the area that these inclusion requests are completed.

Should you wish to contact the originator of the inclusion request, simply click on the REQUESTER's name. This is a dynamic email link that will open an email that you can write and send prior to completing the inclusion request.

To complete the inclusion request, simply add your comments to the text box and select either APPROVE or REJECT. When finished, simply click UPDATE. This will complete the process.

If you have chosen not to include the asset, the originator of the request will receive a notification email outlining your feedback. If you chose to approve the asset, it will be entered into your category and can be searched for by your users.

## MediaStore Notification Emails

MediaStore has in-built functionality that will send notification emails when key tasks or operations have taken place on the system. These act as a call to action that a task needs either maintenance or approval. A summary of the emails generated and who from are listed below:



New User	Administrator	New User Account Registration
Administrator	New User	Account Approved
User	Administrator	Order Submitted
All User Types	All User Types	Sent Basket Notification
Administrator	User	Order Approved for Download
Asset Author	Administrator	New Asset Added
Category Administrator	Category Administrator	Asset Inclusion Request
System	Category Administrator	User Inclusion Request
System	Category Administrator	Asset Expiry Notification

The notification emails all contain dynamic web-links to the relevant section within MediaStore. It is not necessary to click these links to complete these tasks. By visiting the corresponding area within MediaStore directly, you will be able to successfully complete the actions required.

Should you wish to turn off these email notifications, set the **mailAlerts** property in the Config.properties file to “false”.

## MEDIASTORE TERMINOLOGIES

This small glossary of terms describes some of the key terms within MediaStore:

- Assets – all the file types that MediaStore can store.
- Metadata – text used by the MediaStore search routine to locate files.
- Category and Sub Category – These are the individual categories that an asset can belong to. Assets are assigned a Category for ownership and can be also included in Sub Categories for more detailed classification. Additionally, Category Administrators, Category Asset Authors and Standard Users can be assigned privileges to have access to some or all categories and sub categories.
- Basket – this term is used to describe the location where your assets are saved when ordered. Baskets are used to project manage your requisitions by allowing you to give them specific names as well as personal notes on an asset by asset basis.
- Orders – an order is defined as being the MediaStore approval process for requisitions of assets. When a user places an order, it requires approval by an administrator before the user can download their basket.
- Users – this is the global terms for individuals who have active accounts to access MediaStore. Please see the permission profile model section of this document for specific user definitions.

### Asset Types

MediaStore has the ability to store any binary file type. However, only certain file types can generate the dynamic thumbnail previews

#### Files That Support Dynamic Thumbnails

BMP (Bitmap)

GIF

JPG

Preview and thumbnail

Preview and thumbnail

Preview and thumbnail unless CMYK, in which case CMYK icon



<i>PNG</i>	Preview and thumbnail
<i>PSD</i>	Preview and thumbnail
<i>TGA</i> – True Vision Targa bitmap graphics	Preview and thumbnail
<i>TIF</i>	Preview and thumbnail

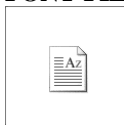
*Files That Generate Icons*

**AUDIO FILES**



<i>AIFF</i> – (audio interchange file format (Apple))	Audio file icon
<i>AU</i>	Audio file icon
<i>MIDI</i>	Audio file icon
<i>MP3</i>	Audio file icon
<i>RealAudio</i> - (RealPlayer)	Audio file icon
<i>WAV</i>	Audio file icon

**FONT FILES**



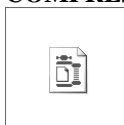
<i>ABF</i> (Adobe Binary Font)	Font file icon
<i>TTF</i> (true type font)	Font file icon

**VIDEO FILES**



<i>ASF</i>	Advanced Streaming format for multimedia - video file icon
<i>AVI</i>	Video File icon
<i>MOV</i> – (Quicktime movie)	Video File icon
<i>MPEG</i> -	Video file icon
<i>QT</i> – (Quicktime movie)	Video File icon

**COMPRESSED FILES**



<i>ARJ</i> – (archived file (like WinZip))	Compressed File icon
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<i>GZIP</i>	Compressed file icon
<i>RAR</i>	Compressed file icon
<i>ZIP</i>	Compressed file icon

**OTHER FILE TYPES**

<i>EPS - Encapsulated Postscript (Adobe)</i>	Image type but no preview / thumbnail
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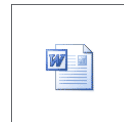
<i>PDF - Adobe</i>	Adobe PDF icon
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<i>EXCEL - Microsoft Office Excel</i>	Excel icon
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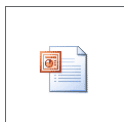
<i>WORD - Microsoft Office Word</i>	Word icon
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<i>Publisher - Microsoft Office Publisher</i>	Publisher icon
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<i>PowerPoint - Microsoft Office PowerPoint</i>	PowerPoint icon
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<i>InDesign</i>	Print Design icon
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<i>Quark</i>	Quark icon
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<i>PostScript</i>	PostScript icon
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*TXT*

Text File icon



*Flash*

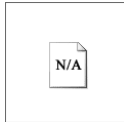


(source file) or



(application file)

### **UNSUPPORTED FILE TYPES**



For all other unsupported file types, dynamic thumbnails will be replaced with this icon. Users will still be able to view the asset date for each of these files by choosing to preview.

### **BRAND GUARDIAN**

It can be a struggle to ensure that members of your organisation use your brand properly. Whether it's difficult to find logos, or overly complex guidelines, the effects can be expensive in terms of lost time, unnecessary reprints and extra design fees. If images are added to the mix then the financial implications of improperly sourced or misused images can be great.

Brand Guardian is the plug-in for MediaStore what allows for you to have a single store for your brand to ensure continuity.

#### **Brand Guardian and MediaStore**

As a plug in to MediaStore, Brand Guardian utilises some its parent system's technology. However, the two systems differ in many ways.

MediaStore and Brand Guardian searches run completely independently of each other. If you are currently in Brand Guardian, you cannot search MediaStore and vice versa.

Brand Guardian uses the same category functionality as MediaStore to help in the correct cataloguing of your brand assets. However, these categories will be locked down during the initial configuration process to protect the Brand Guardian workflow. Please see Brand Guardian Set-up for a detailed explanation of this process.

Brand Guardian utilises the same asset management data structure as MediaStore to allow you to provide users that ability to have detailed information pertaining to a brand asset. You can upload assets to Brand Guardian through the same Add Asset and Batch Upload process as

already defined in this manual. Ensure that you add the asset to a Brand Guardian category for it to be accessible through Brand Guardian.

Brand Assets can span between both Brand Guardian and MediaStore to enable them to be visible by both sets of users. The asset will be treated differently dependant on where it is ordered from. If it is through Brand Guardian, it will be treated as a Brand Guardian asset and follow the Brand Guardian access protocol: whereas if it is viewed in MediaStore it must be ordered using the normal MediaStore ordering process.

As with assets, users too can span both Brand Guardian and MediaStore. Please see section 'Brand Guardian Users Profile' for further information.

### **Brand Guardian Set-up**

During the initial configuration stage, Limehouse Interactive will tailor Brand Guardian to your needs. This process will include 2 main stages:

1. Brand Guardian Category Set-up
2. Brand Guardian Usage Notes Page Configuration

#### *Brand Guardian Category Set-up*

Brand Guardian categories are used to catalogue all your branding assets. They differ from MediaStore categories in that Limehouse Interactive must manually configure them prior to launch. The categories will not be able to be maintained by the Administrator once the system is live. This is to protect the integrity of the Brand Guardian workflow.

Brand Guardian categories fall into two areas:

1. Brand Guardian Open Category
2. Brand Guardian Locked Category

An open category is that which does not require a user account to download a branded asset. Users must still Accept the Brand Usage notes to download the asset.

A locked category is one which a user must have an active Brand Guardian or MediaStore account to download the assets within.

#### *Brand Guardian Usage Notes Page Configuration*

At certain stages of the Brand Guardian workflow, users are required to view Brand Usage notes. These pages, manually configured prior to launch by Limehouse Interactive, serve as a forum for you to communicate how to execute and manage that element of your brand. Users must either choose to Accept or Reject the notes.

These pages are made up of a combination of up to 3 elements:

1. Text notes for user information on how to use the particular brand element
2. Graphic based representation of how to execute the brand element

3. PDF document for download on how to use the brand element

These pages, as with the Brand Categories, cannot be maintained through the system. Limehouse Interactive must carry out any alterations to these pages.

**NOTE: Any alterations to Brand Usage Note pages by the licensee could result in your Brand Guardian and MediaStore becoming unstable. A Limehouse Interactive representative must carry out ANY alterations to these pages.**

### **Brand Guardian Asset Management**

Brand Guardian Assets are managed exactly as those in MediaStore. Please follow the workflow of uploading assets as already outlined in this document.

Ensure that any brand assets are added to a Brand Guardian Category to ensure it is visible in the Brand Guardian system.

### **Brand Guardian Workflow**

The workflow for Brand Guardian is very similar to that of MediaStore. It does not require assets to be ordered by due to assets being in either Open or Locked categories; users may require an account to access certain files.

Firstly, ensure that Brand Guardian is open by clicking the Brand Guardian tab on the tab menu. You can search for brand assets by entering keywords and/or categories. Please be aware that using a combined search will restrict your search and may result in less assets being returned. Please click the Search button to complete your search.

### **Brand Guardian Workflow**

By default, all brand asset results will be returned in list format. Choose your selection to preview from the list. You can choose to preview by either clicking on the filename or alternatively, the EYE icon.

The asset preview page is the same format as that used in MediaStore. You can choose to view the asset history or download.

Clicking download will take the user to the Brand Guardian Usage Notes Page. The user must choose to either Accept or Reject the usage notes. Clicking Reject will direct the user back to the search results, thus not allowing them access to the asset.

Clicking the Accept button will result in one of the two following results:

1. Asset Downloads – the asset is held within an Open Brand Guardian category and is free to download
2. User Directed to Log-in Screen – asset is located held within a Locked Brand Guardian category and only users with a registered account can download. User logs in and asset downloads. If user is not registered, they can do by following the directions on screen.

For those users who require registration to download locked brand assets, the process of registration is exactly the same as those for MediaStore.

### **Brand Guardian User Administration**

As with MediaStore, the system Administrator has the ability to create a user profile through the User Administration Menu. All user accounts registered to MediaStore categories are automatically assigned access to Brand Guardian locked categories.

### **Brand Guardian File Formats & Icons**

Brand Guardian treats file formats in exactly the same way as MediaStore.