The visual DAM for smart companies

www.momapix.com

MOMAPIX

DAM SOLUTION FOR VISUAL CONTENTS

MomaSoft - Who we are

MomaSoft was founded in Rome in 2006 as a software company specialized in the development of Digital Asset Management solutions for visual content.

We have designed MomaPIX DAM software as a **flexible-by-design SaaS (Software as a Service)**. For us, this means making the software do what the customer needs, in an easy and quick way.

Nowadays we host the asset library of tens of important brands in many industries and photo agencies.

Our Offices are in Rome and Turin and we have a representative in Paris.

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Clients

Among the archives managed with our software there are companies such as **Palazzetti** and **Citroen**, beyond several Italian and foreign photo agencies.

MomaPIX features

- Users access
- Restrictions on files visualization and download
- Files upload
- Filters on upload
- Private section of the archive
- Bookmarks - Lightboxes
- Online metadata and images editing
- Thesaurus
- Reports
- Reports settings
- Promotion/sharing tools
- Search engine and multivel tags
- API

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Users access

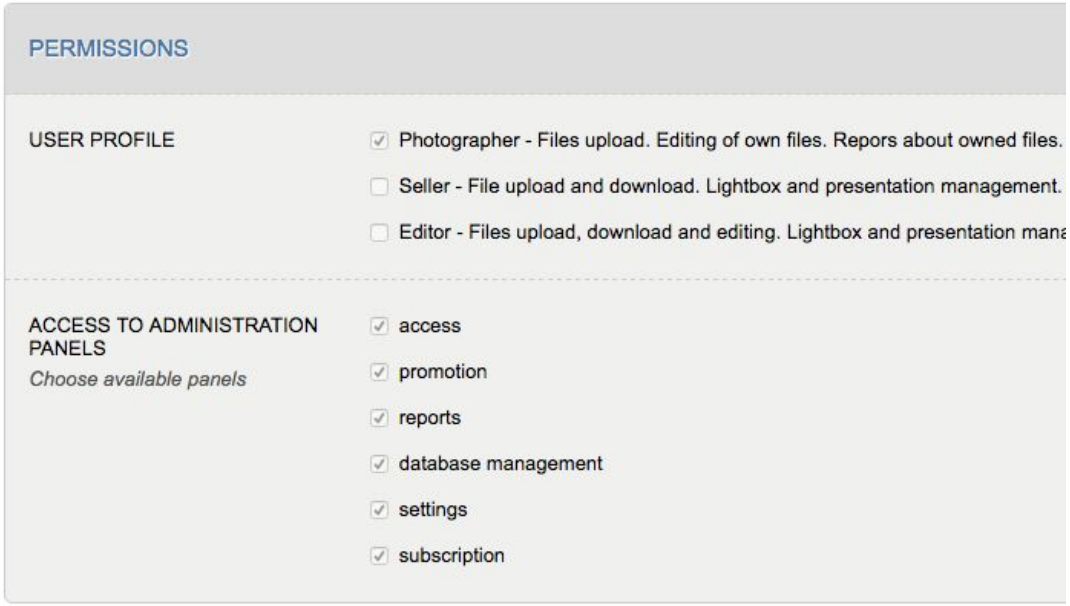
“Access” panel allows to manage website users permissions:

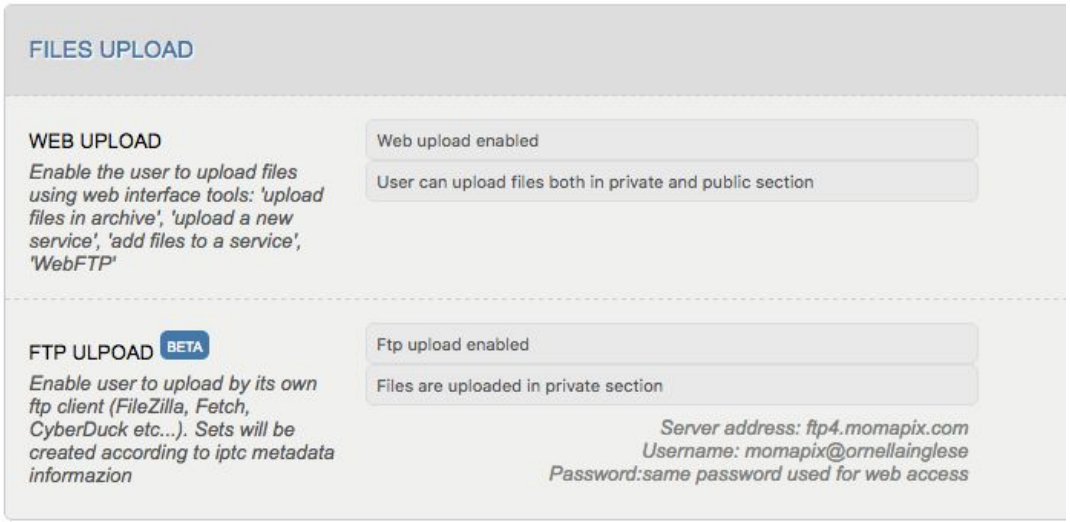
- **suppliers and partners** authorized to upload digital contents and/or to manage administration panel
- **external users/customers** authorized to view and download contents

You can manage unlimited accounts.

The screenshot on the right shows **suppliers profile**: it is possible to define if the files uploaded by a supplier are parked in a private section before publication and also define upload filters - see next slides-.

The screenshot shows the detail of permissions that can be assigned to a supplier.





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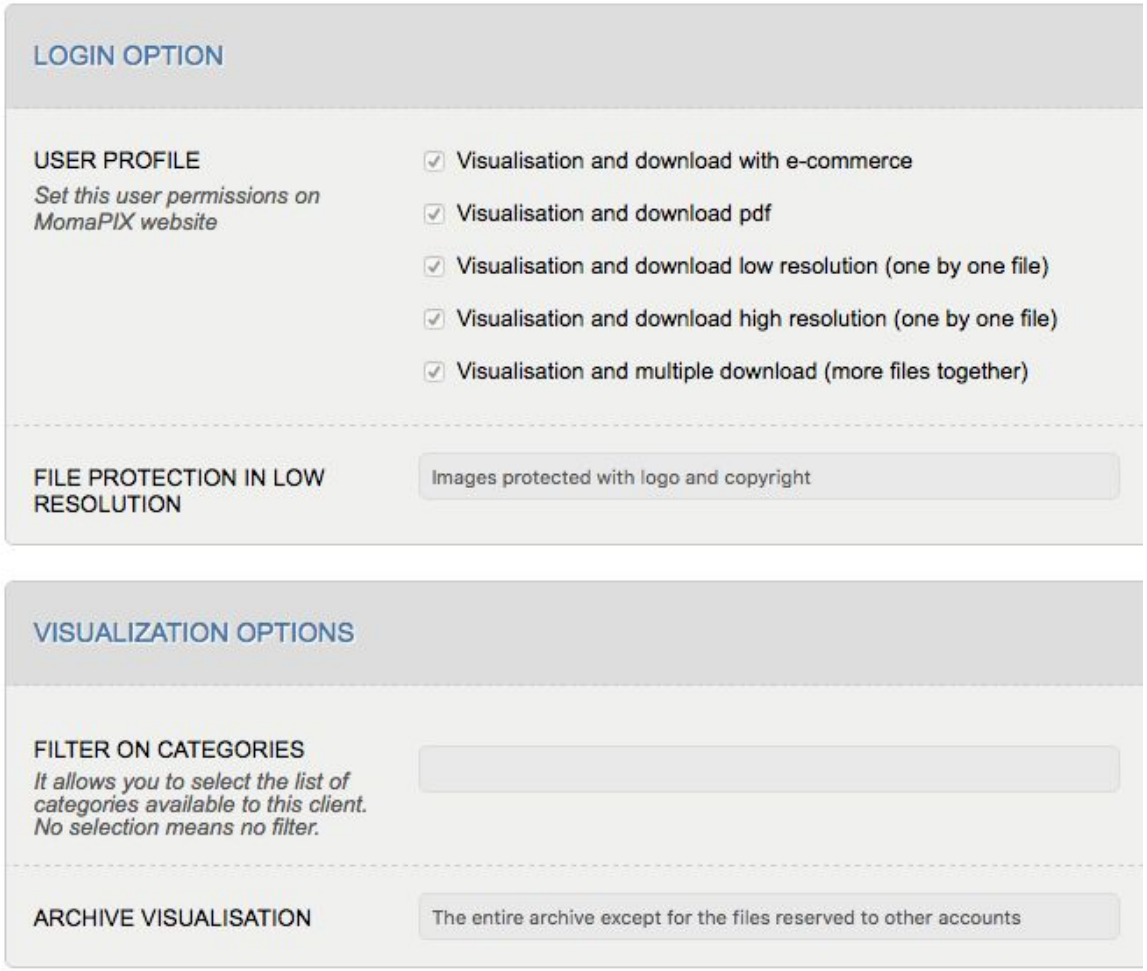
Users access - permissioning

The next screenshot show MomaPIX **internal users/customers folder** where it is possible to define:

- permissions on view and download contents
- what part of the archive the user can see

It is also possible to define what kind of **download** must be enabled to the client (file format - images and/or videos - and embed code) and any **limits on categories** and number of files that can be downloaded.

Also an ftp server can be associated to the client for files **distribution**.



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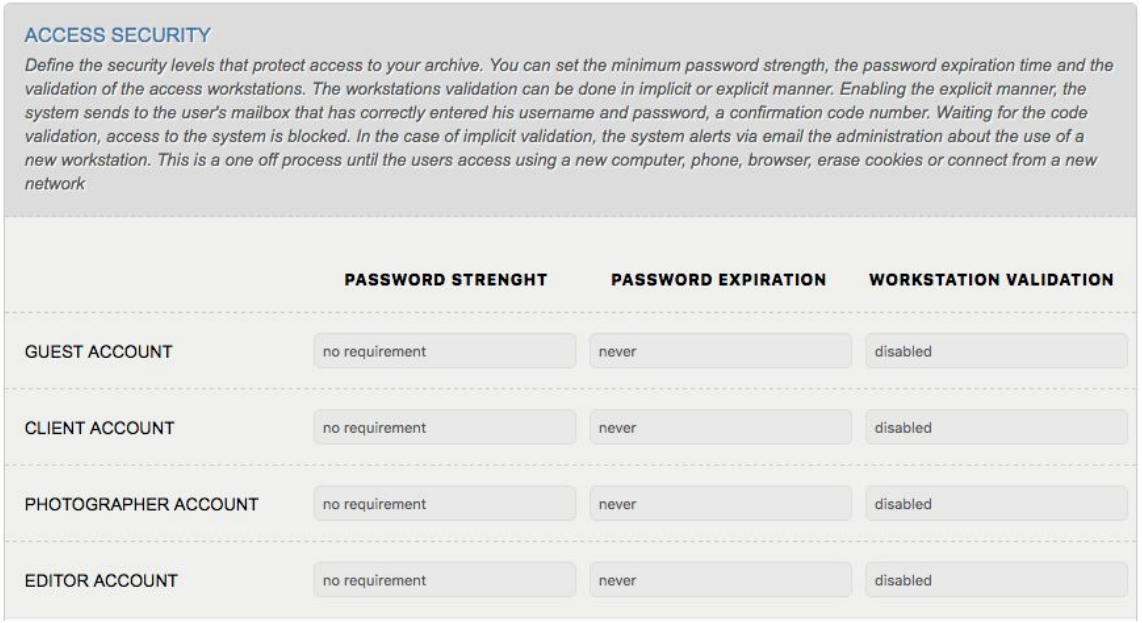
Users access - security

MomaPIX includes all the measures to ensure the online archive's protection.
Among these, it is possible to manage the access to the archive according to IP addresses, by creating blacklists or restricting the access just to a defined IP list.

By purchasing a specific certificate it is possible to run MomaPIX on HTTPS protocol for a secure communication.

The screenshot below shows how to set passwords security levels and workstation validation.



ACCESS SECURITY

Define the security levels that protect access to your archive. You can set the minimum password strength, the password expiration time and the validation of the access workstations. The workstations validation can be done in implicit or explicit manner. Enabling the explicit manner, the system sends to the user's mailbox that has correctly entered his username and password, a confirmation code number. Waiting for the code validation, access to the system is blocked. In the case of implicit validation, the system alerts via email the administration about the use of a new workstation. This is a one off process until the users access using a new computer, phone, browser, erase cookies or connect from a new network

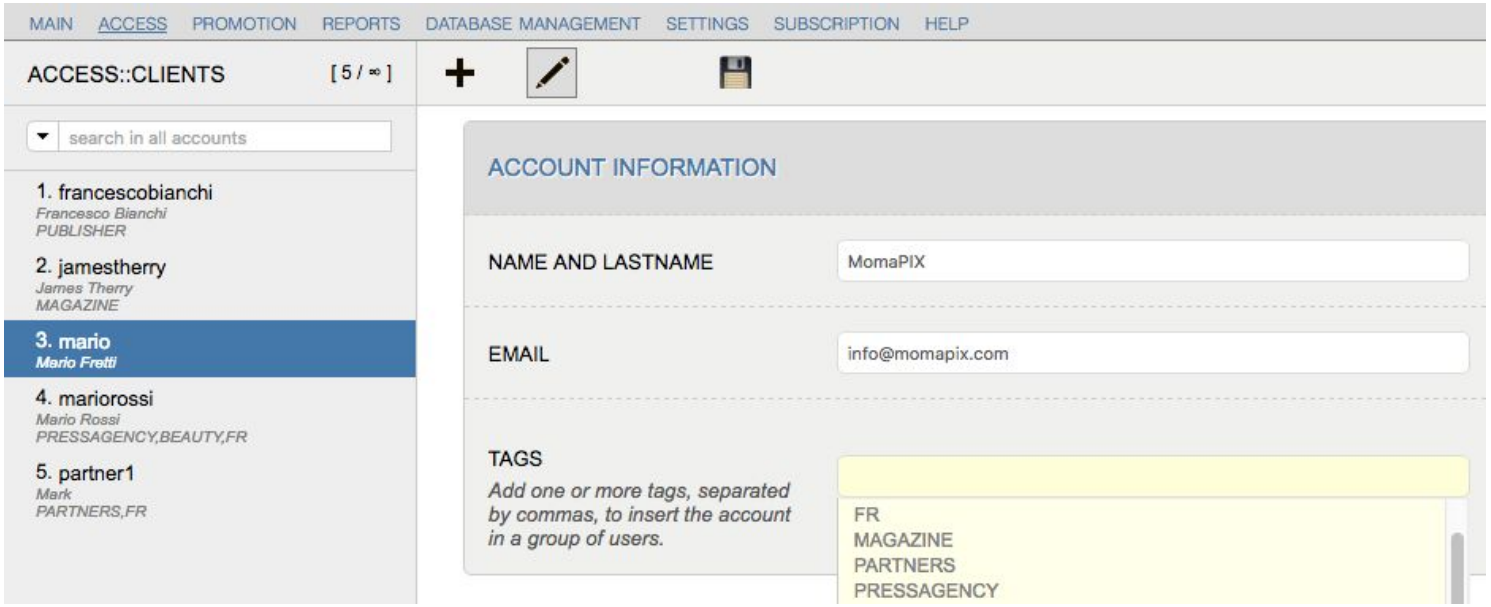
	PASSWORD STRENGHT	PASSWORD EXPIRATION	WORKSTATION VALIDATION
GUEST ACCOUNT	no requirement	never	disabled
CLIENT ACCOUNT	no requirement	never	disabled
PHOTOGRAPHER ACCOUNT	no requirement	never	disabled
EDITOR ACCOUNT	no requirement	never	disabled

Users access - groups

Through **tags** it is possible to insert single account in **groups of users.**

Common permissions on website policies can be associated to groups (e.g. promotional newsletter receiving, images folders view and download etc.)

The screenshot below shows tags details in external users/clients folder.



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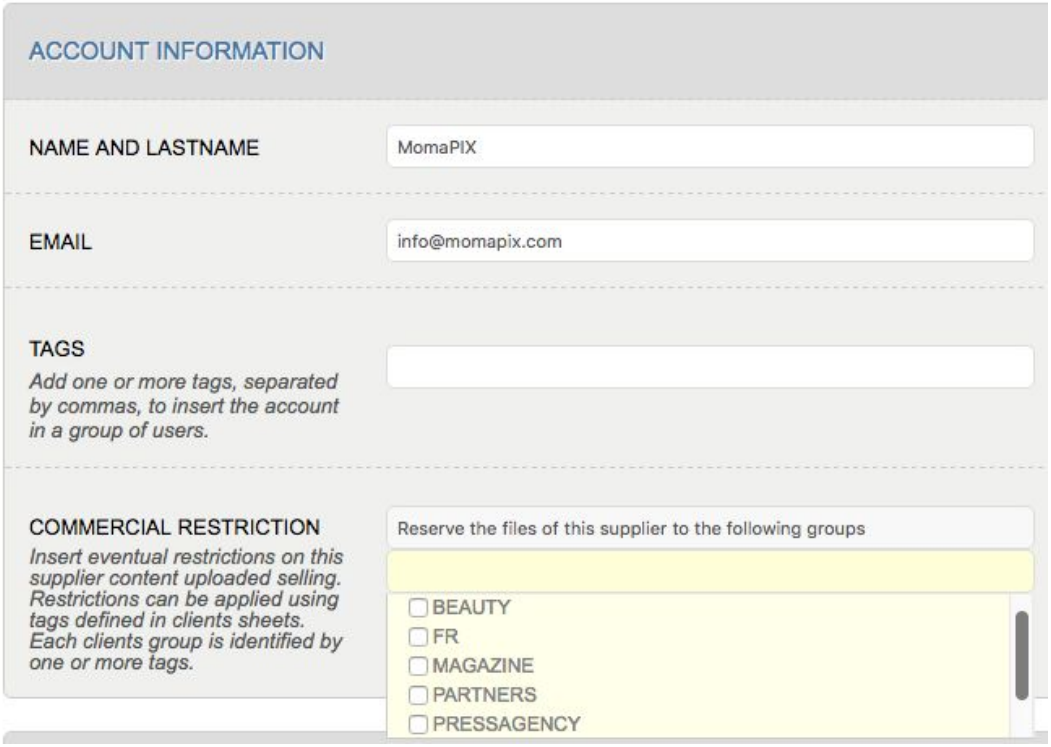
Restrictions on files visualization and download - 1st level

It is possible to insert **restrictions** to reserve files uploaded by a specific supplier to a group of customers or to exclude specific groups of costumers from that contents use.
These are first level restrictions, applied through Suppliers and Clients mapping with tags.
It is always possible to consider exceptions to general restrictions, inserting second level restrictions on individual files - see next slide.



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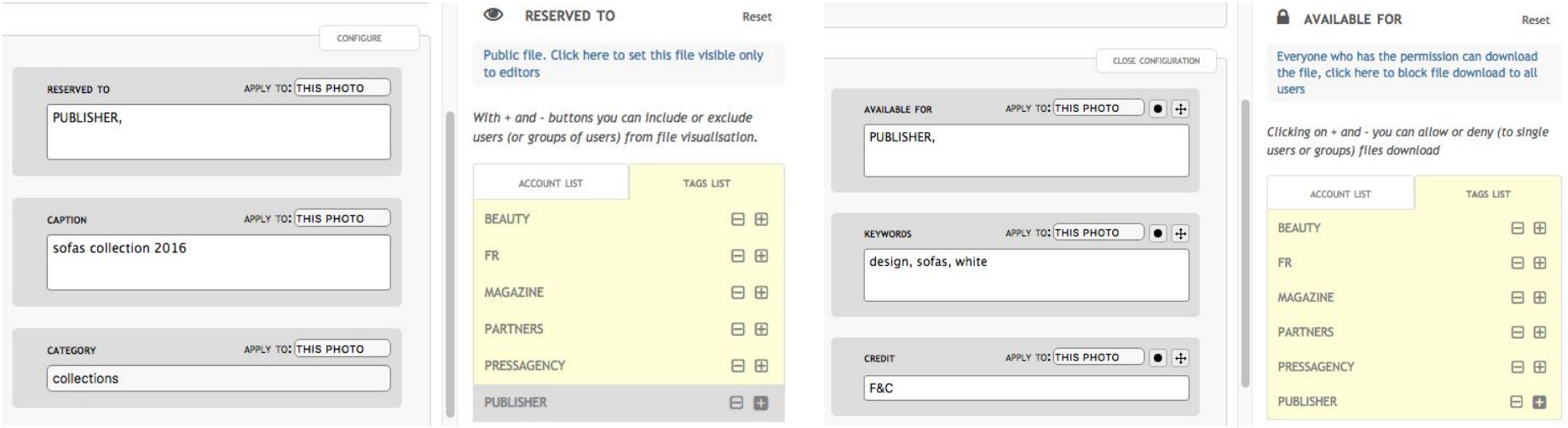
Restrictions on files visualization and download - 2nd level

It is possible to **reserve files or folders to one or more users and groups**, giving them one of the following authorizations:

- **Visibility on website**: with the function “reserved to” that can be activated through metadata editor, authorized users will be the only one to view on the website the reserved files. They can download them in high or low resolution or only view, depending on the permissions given when the account has been created.
- **Download**: with the function “available for” that can be activated through metadata editor, authorized users will be the only one to download files visible to everyone in the public section of the website.



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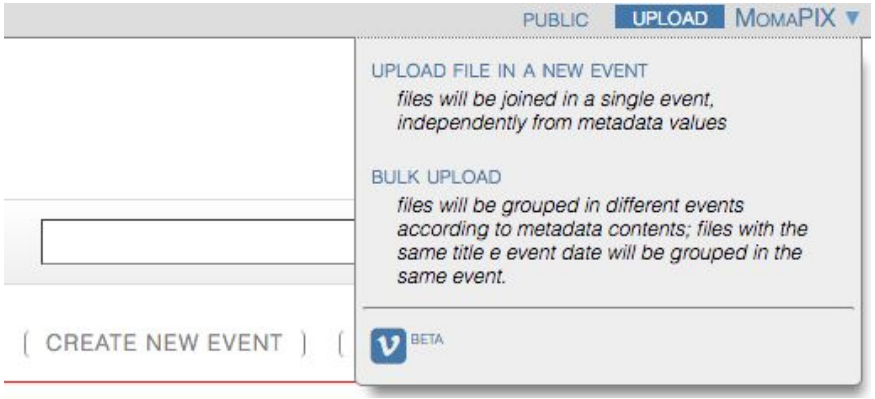
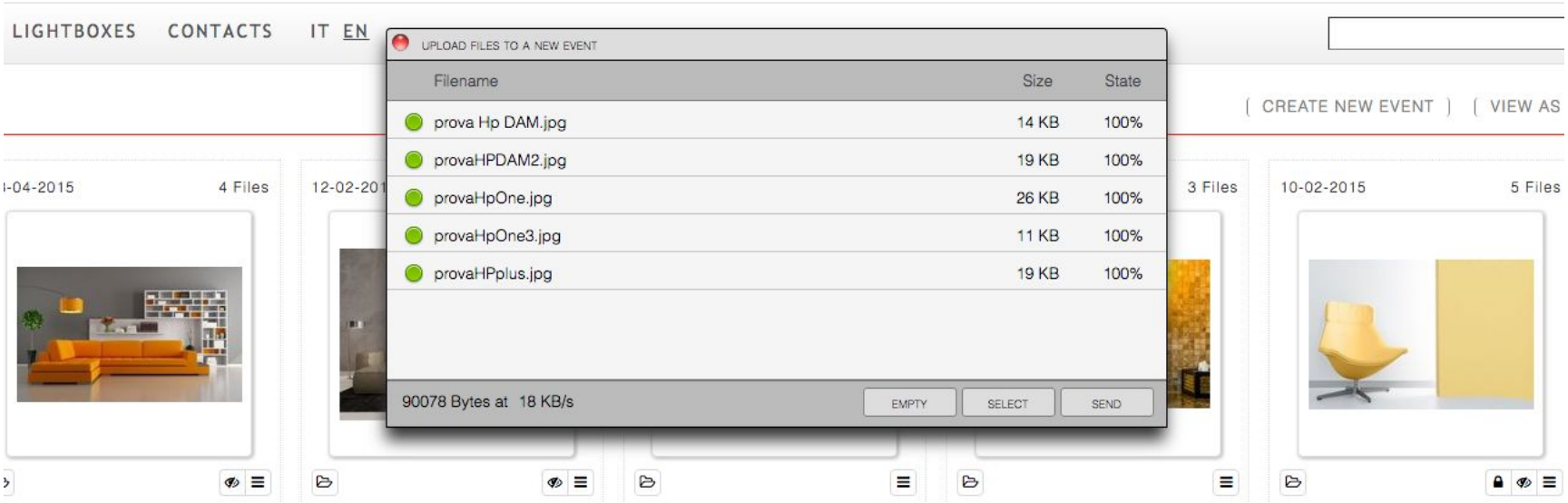
Files upload

Files on MomaPIX can be uploaded through different ways:

- with **web upload** (see screenshot)
- via **Ftp**

Upload is available even by **mobile devices**.





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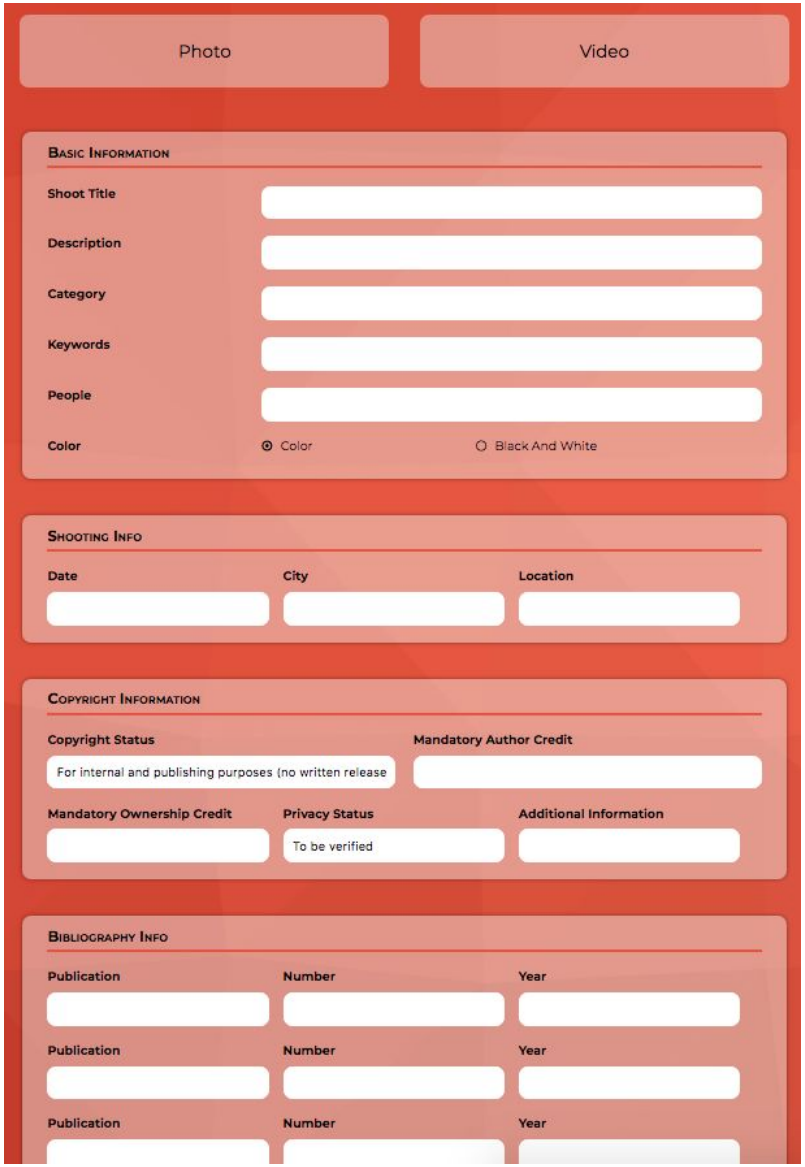
Files upload - customized uploader

It is possible to use an upload form, tailored to the needs of the company, which requires users to enter all the necessary information correctly, populating the fields with free text, selecting from multiple choice and / or choosing from the suggestions given by the software.

In this way all the contents will be archived in a correct and homogeneous way.



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Files upload - caption builder

The workflow for uploading files can be speeded up thanks to the caption builder (see screenshot on the side), which allows you to **prepare the metadata of one or more events in advance**.

This feature is particularly useful for those who follow events and need to reduce time-to-market: the photos are available online in 15 seconds from the shot. The images are sent via FTP to the MomaPIX site directly from the camera and are immediately searchable as the metadata is automatically taken from the information indicated through the caption builder.

Basically post production is eliminated, with enormous savings in resources and time. The photographer is able to do everything by himself and the images are available in real time.

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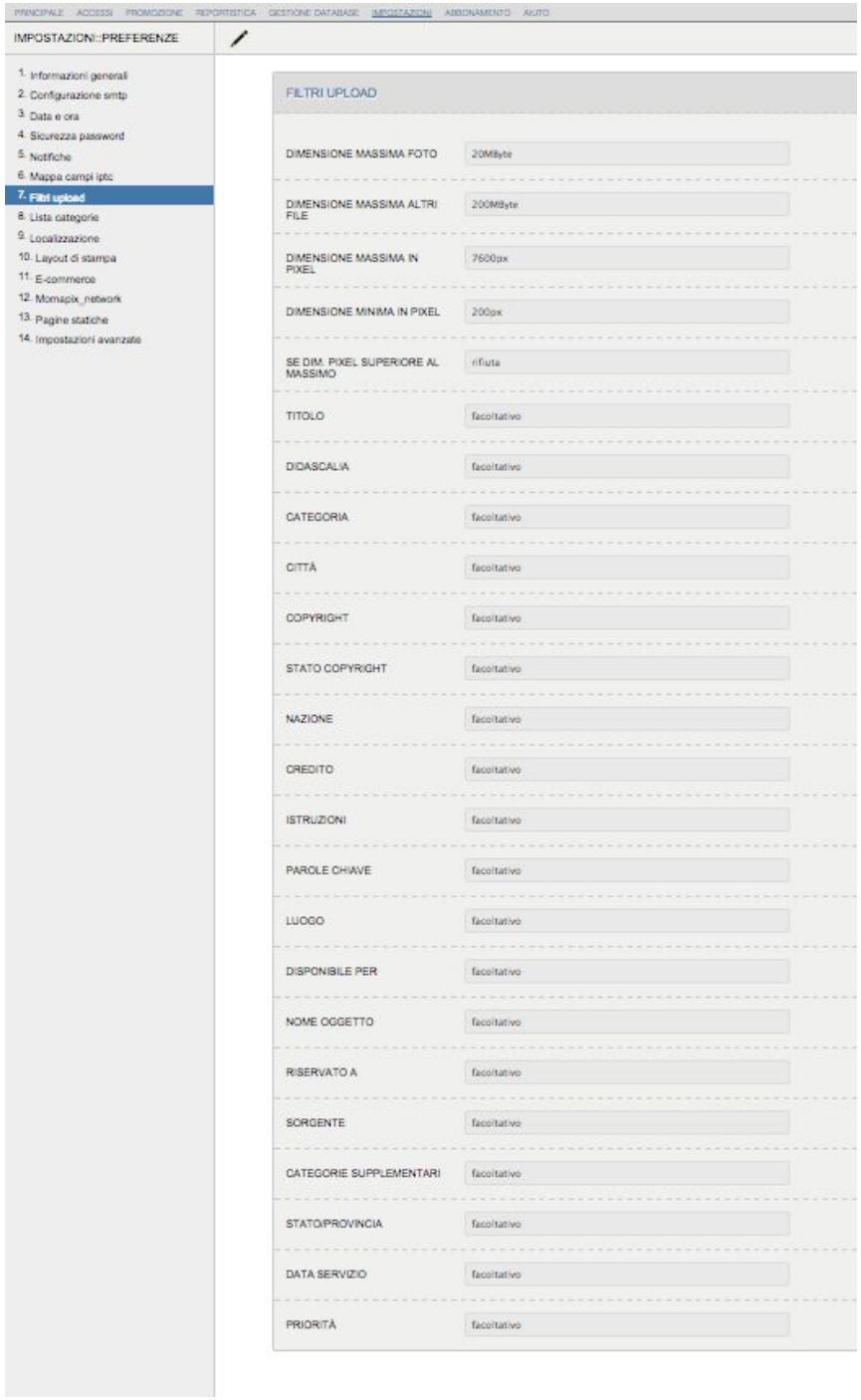
Filters on files upload

It is possible to set upload filters so that only contents with specific dimension and correct metadata will be accepted.

The screenshot on the right shows the sheet with all the filters that can be set as mandatory.



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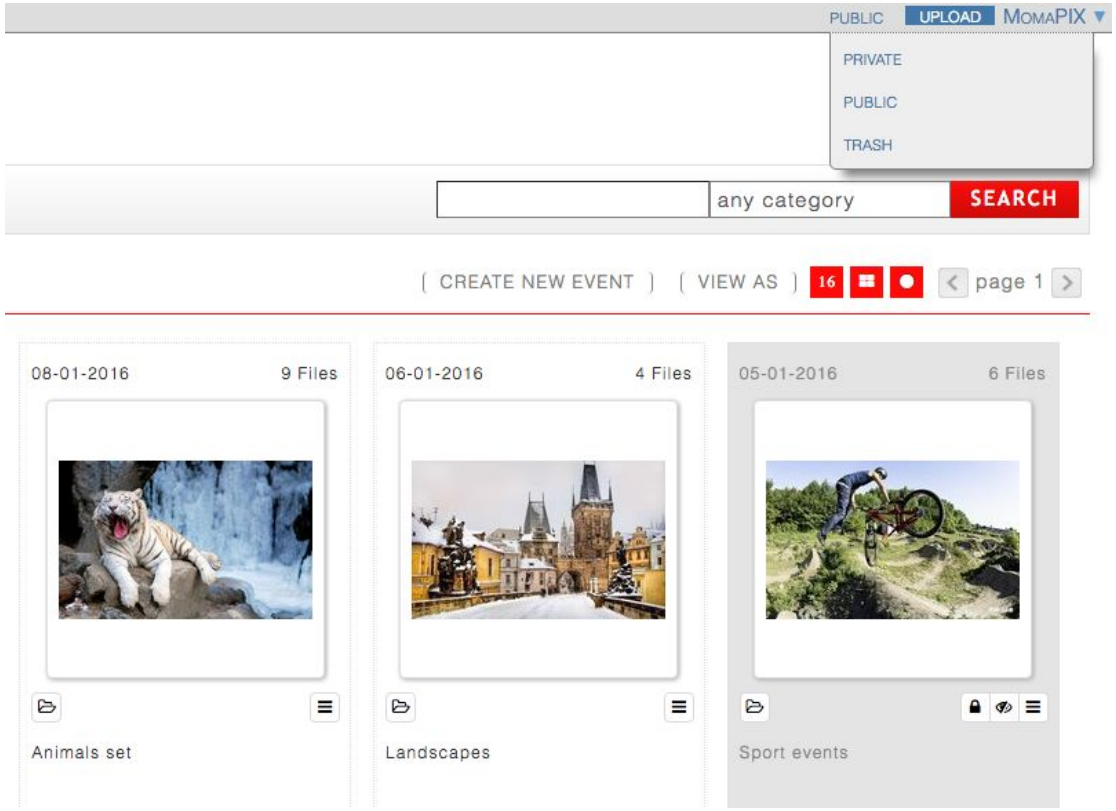
Private section of the archive

Admin can decide if a user/supplier is enabled to upload files in the **public section** visible to everyone who visit the website or if they must be “parked” in a **private section** where admin has the possibility to **check, edit, delete** and eventually **public them.**



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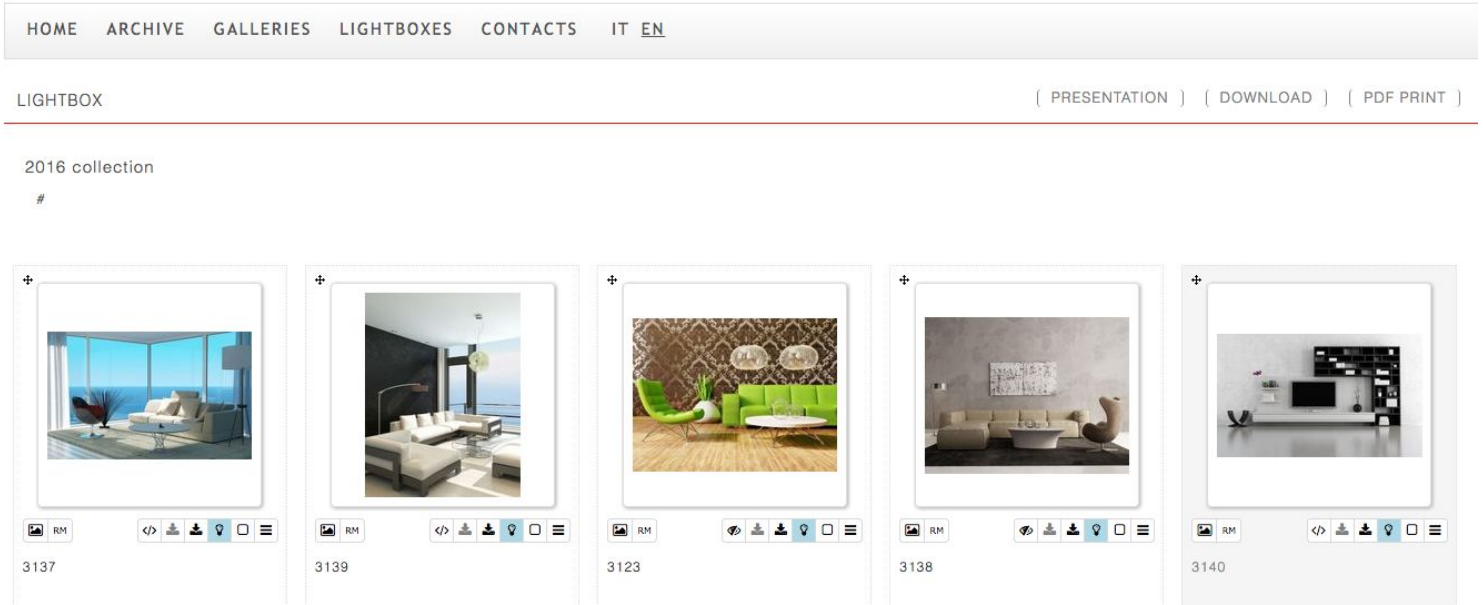
Bookmarks - lightboxes

Both internal users and customers of MomaPIX website can create **lightboxes**.

A lightbox can be considered as a folder, a personal area where it is possible to store single files or a selection of images (for example for a specific search requested by a customer).

Users who created one or more lightboxes find them online after logging into the website and can decide which other users can view or edit them.



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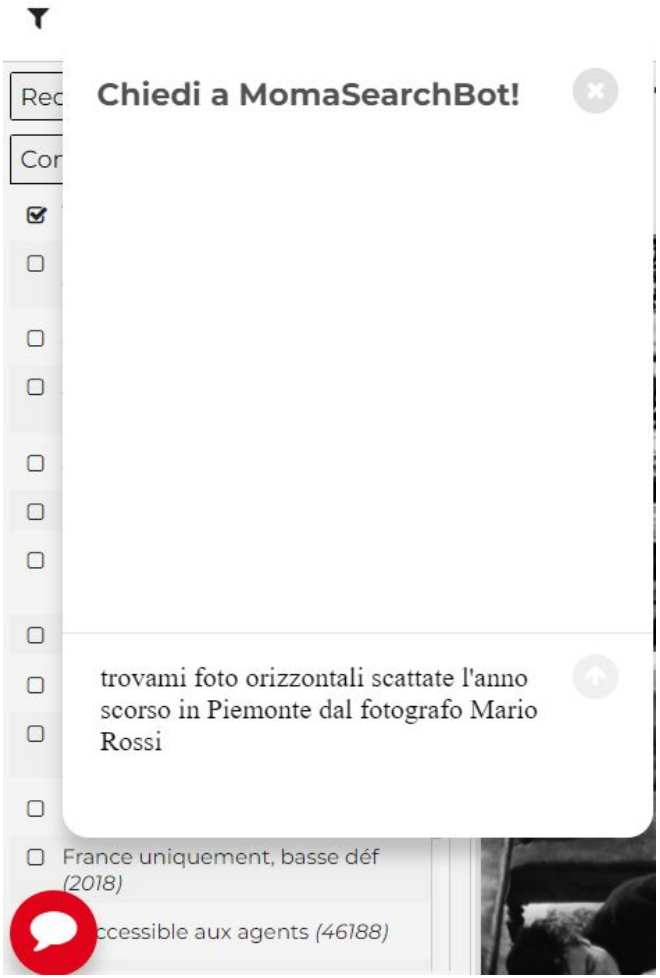
Artificial Intelligence

Save time thanks to Artificial Intelligence

Artificial Intelligence optimizes time and resources: automatic and accurate tagging to support the cataloging work of images, including the identification of situations and logo recognition.

Thanks to the chatbot (screenshot beside), perform intuitive searches in natural language.



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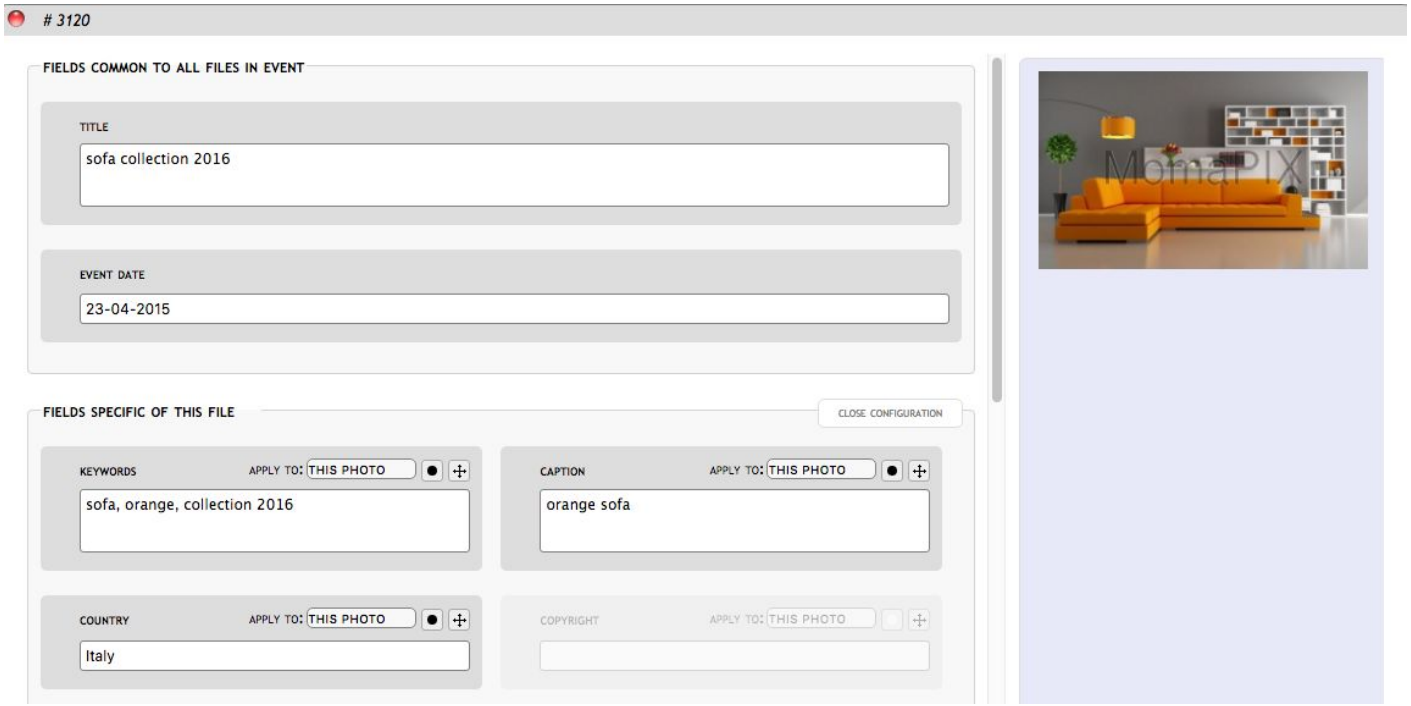
Online metadata editing

Users can **change metadata online**.
This action can be made on single files or blocks (for example, you can decide to add a keyword to a complete images folder).
Every online change is copied in IPTC images fields.
The screenshot shows the sheet for metadata editing. It is possible to customize it by defining what fields must be used and in which order.



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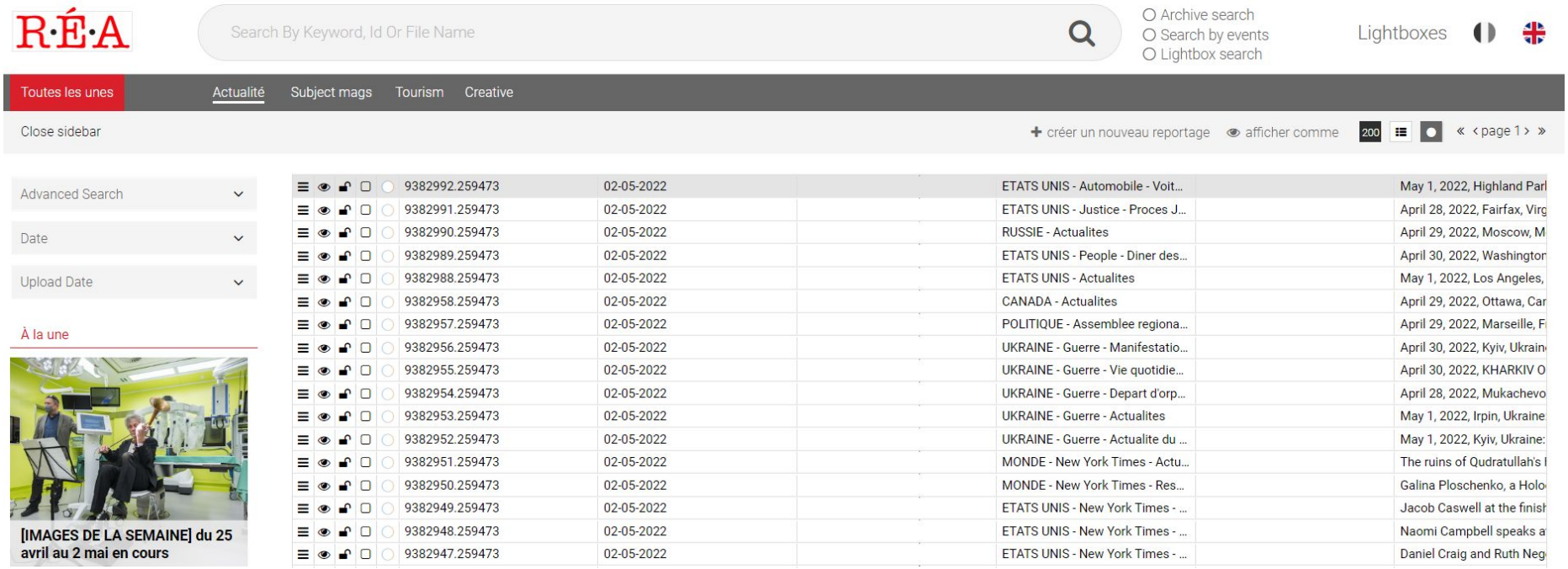
Online metadata editing - grid view

It is possible to manage metadata online in bulk, with a user experience similar when you work on excel files.



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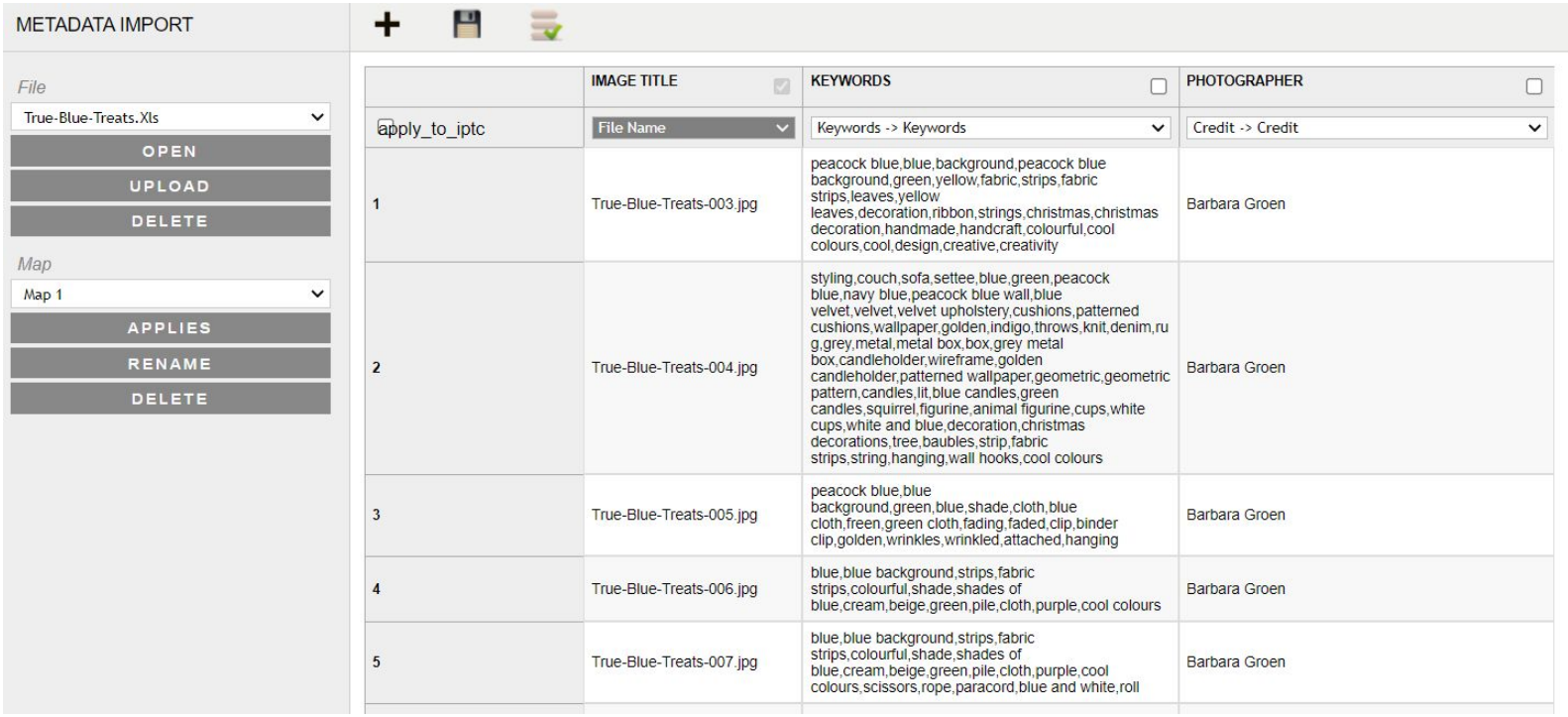
Online metadata editing - via CSV/XLS file

Users can **insert and change metadata in bulk** by an excel file.

MomaPIX recover the information on filenames and it matches the correspongin metadata.



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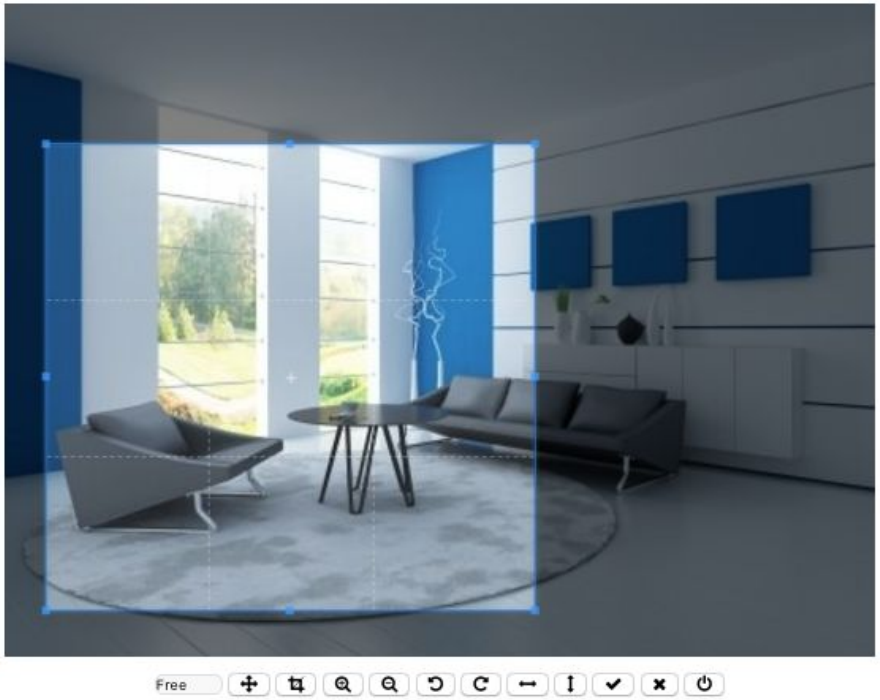
Online images editing

Users can **edit images straight from their online archive**.

The most common features of photo editing programs are available, such as crop, rotate, flip and zoom.

MomaPIX keep track of all the changes made on the original images: all the saved versions can be recovered, if needed.



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Zoom of images at very high resolution

For museums, in the scientific, medical and astronomical fields or for geographic information systems, the ability to view the smallest details of an image with the zoom is functional to many study activities.

MomaPIX digital asset management integrates a web-based viewer for zoomable, high-resolution images, available from both desktop and mobile devices.

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Automation rules

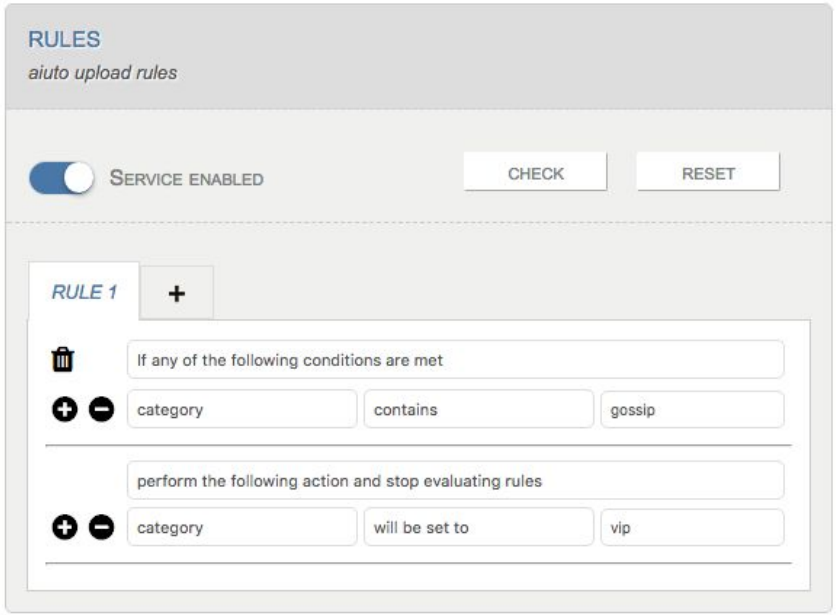
MomaPIX provides a tool to standardize metadata of the images received from different partners, before they are uploaded in the archive.

It also allows to automate some actions according to metadata, filenames or supplier.

Action to be executed by the software upon the occurrence of the condition/s can be one the following:

- Change/add metadata
- Automatic files distribution to one or more clients
- Restrict files visualization and/or download to one or more clients.

Please see an example in the screenshot.



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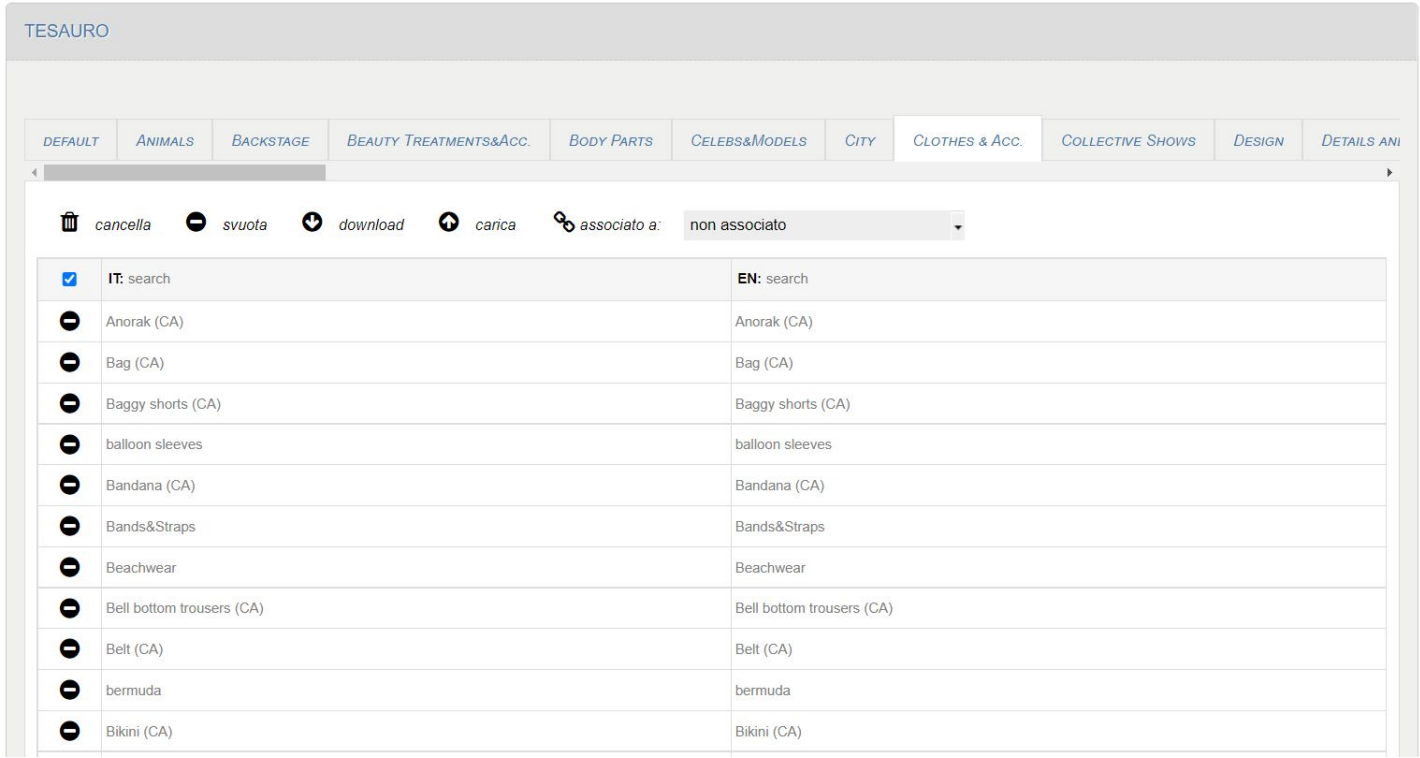
Thesaurus

It is possible to fix a set of the keywords that can be used. By uploading an own thesaurus the software can impose and/or suggest only keywords belonging to the thesaurus.

Keywords can be automatically translated, using a **translator** provided by MomaPIX. Users can create an own vocabulary and order the software to first ask it and, only in case of no answer, refer to automatic translator.



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Reports

Advanced report options allow to **track all the activities registered on MomaPIX website**:

- logs
- uploads
- downloads
- syndication (sending via ftp on external server)
- searches
- online sales
- embeds

It is possible to set date interval and filters of every report on uploaded and downloaded files, on searches done on website and on files sent through ftp distribution. Reports can be exported in Excel format too.

The screenshot shows an example of downloads report.

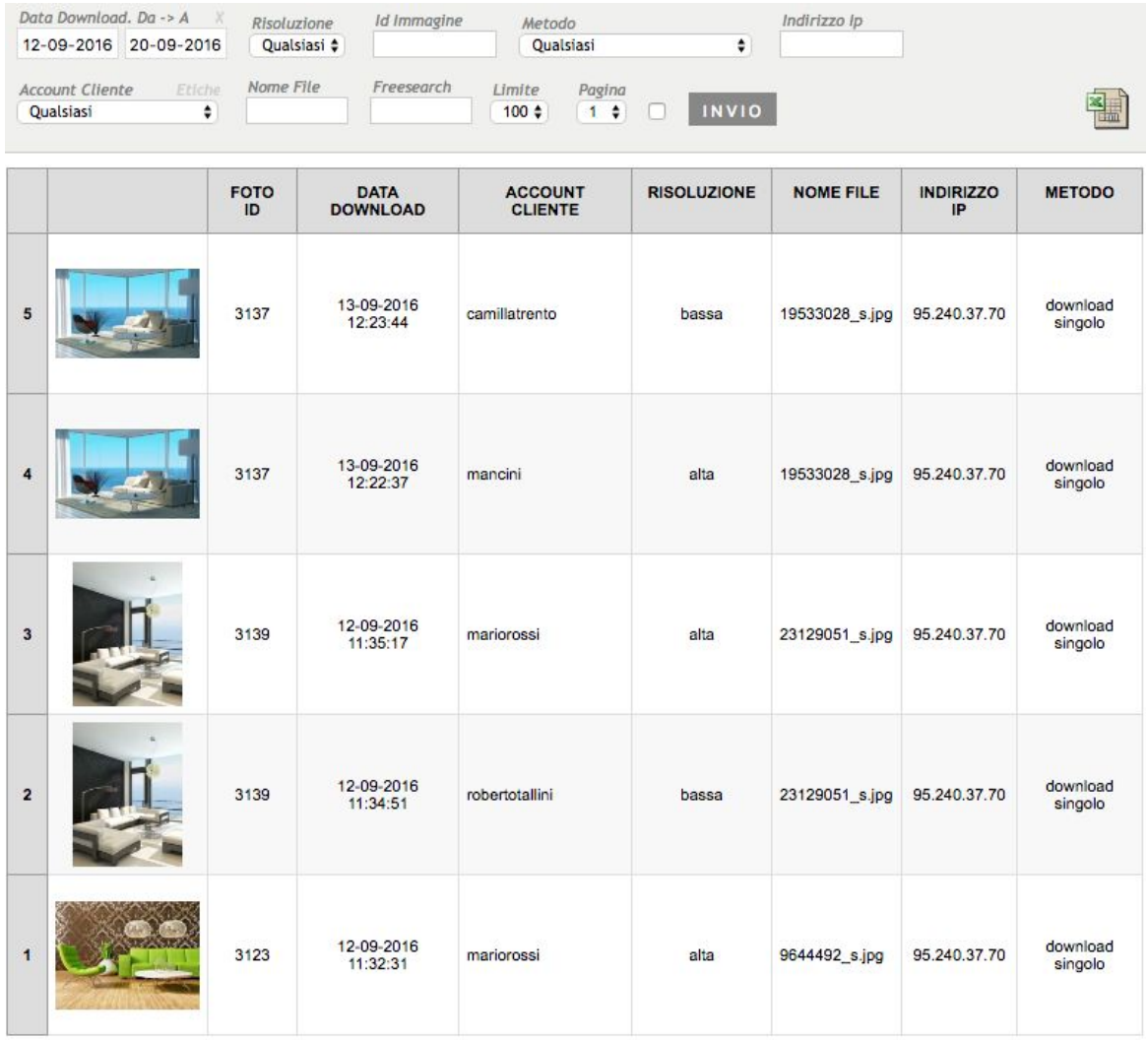

		FOTO ID	DATA DOWNLOAD	ACCOUNT CLIENTE	RISOLUZIONE	NOME FILE	INDIRIZZO IP	METODO
5		3137	13-09-2016 12:23:44	camillatrento	bassa	19533028_s.jpg	95.240.37.70	download singolo
4		3137	13-09-2016 12:22:37	mancini	alta	19533028_s.jpg	95.240.37.70	download singolo
3		3139	12-09-2016 11:35:17	mariorossi	alta	23129051_s.jpg	95.240.37.70	download singolo
2		3139	12-09-2016 11:34:51	robertotallini	bassa	23129051_s.jpg	95.240.37.70	download singolo
1		3123	12-09-2016 11:32:31	mariorossi	alta	9644492_s.jpg	95.240.37.70	download singolo

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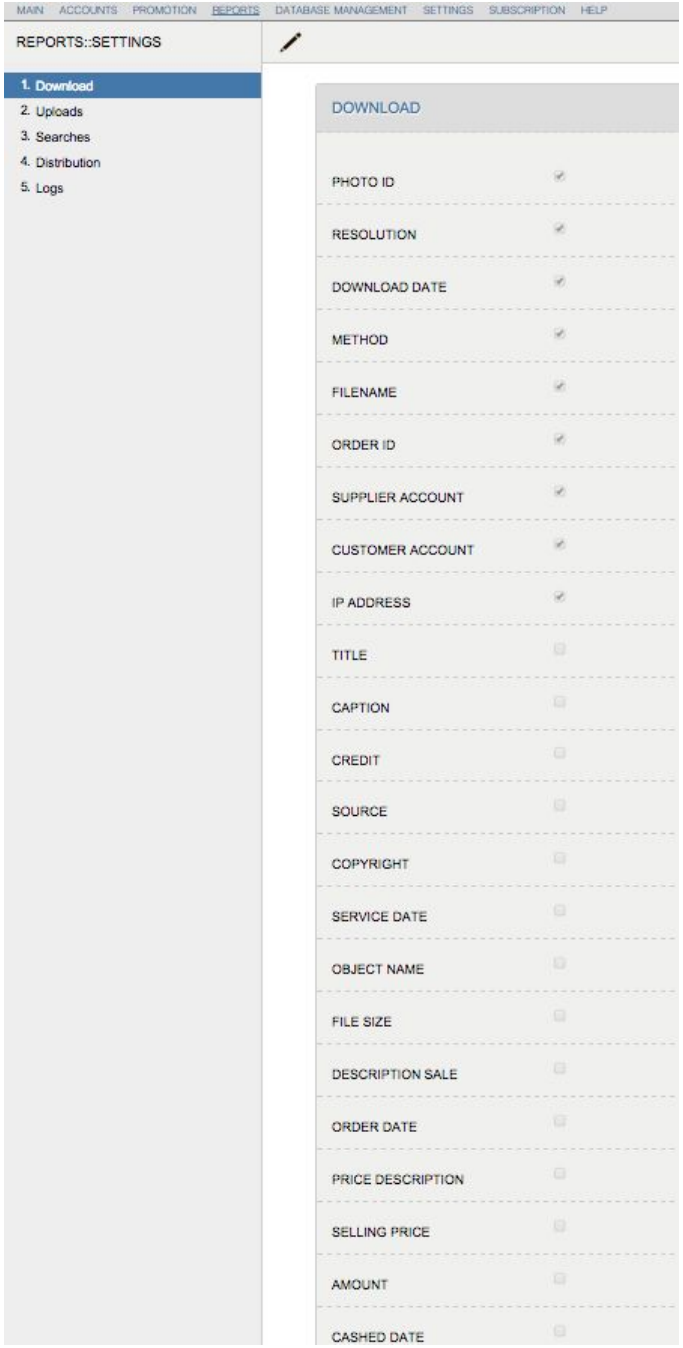
Reports settings

It is possible to **define which data must be inserted in reports** about downloads, uploads, searches, distribution and logs and in what order must be shown.

The screenshot shows the sheet with all the data that can be inserted in reports.



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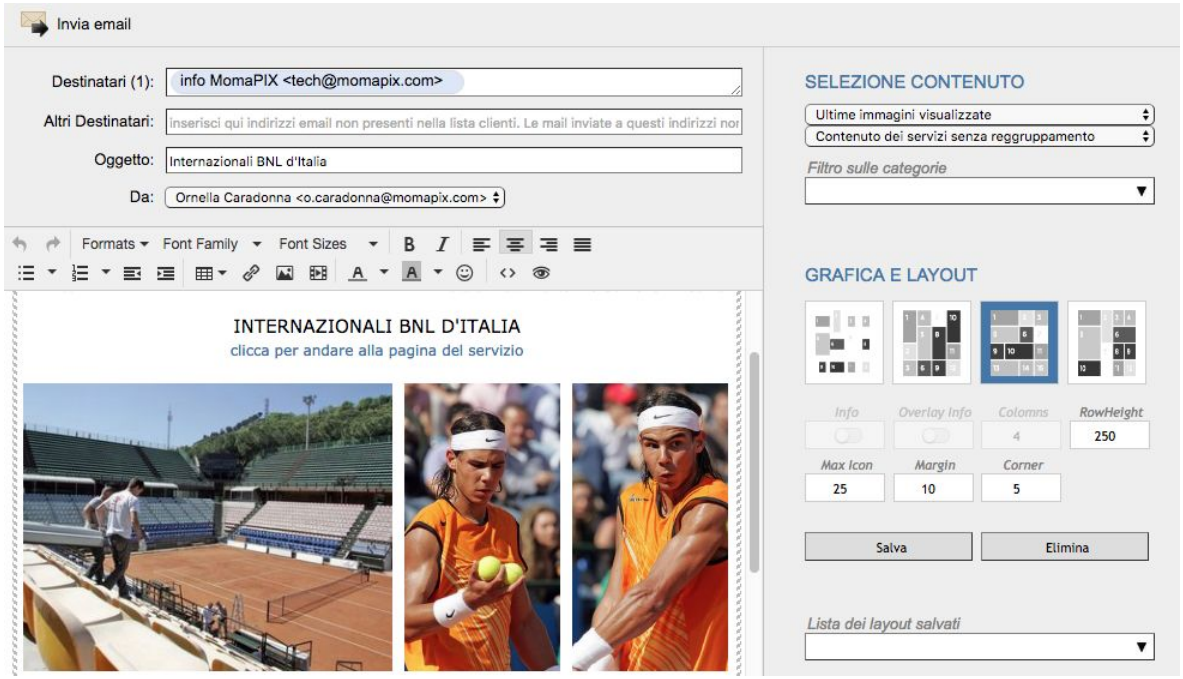
Promotion tools - email marketing

MomaPIX offers different tools to promote and deliver digital contents:

- email marketing
- presentation
- pdf print

The screenshot below shows an example of an email automatically generated with a click starting from a service in the archive.



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Promotion tools - email marketing

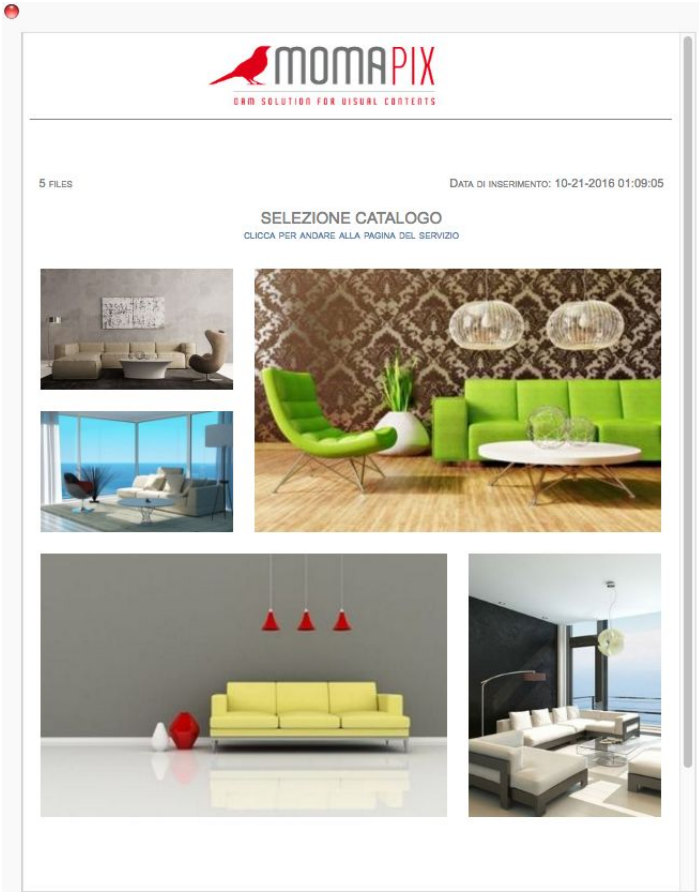
MomaPIX allows to generate promotional emails in few clicks, starting from the contents uploaded on the website.

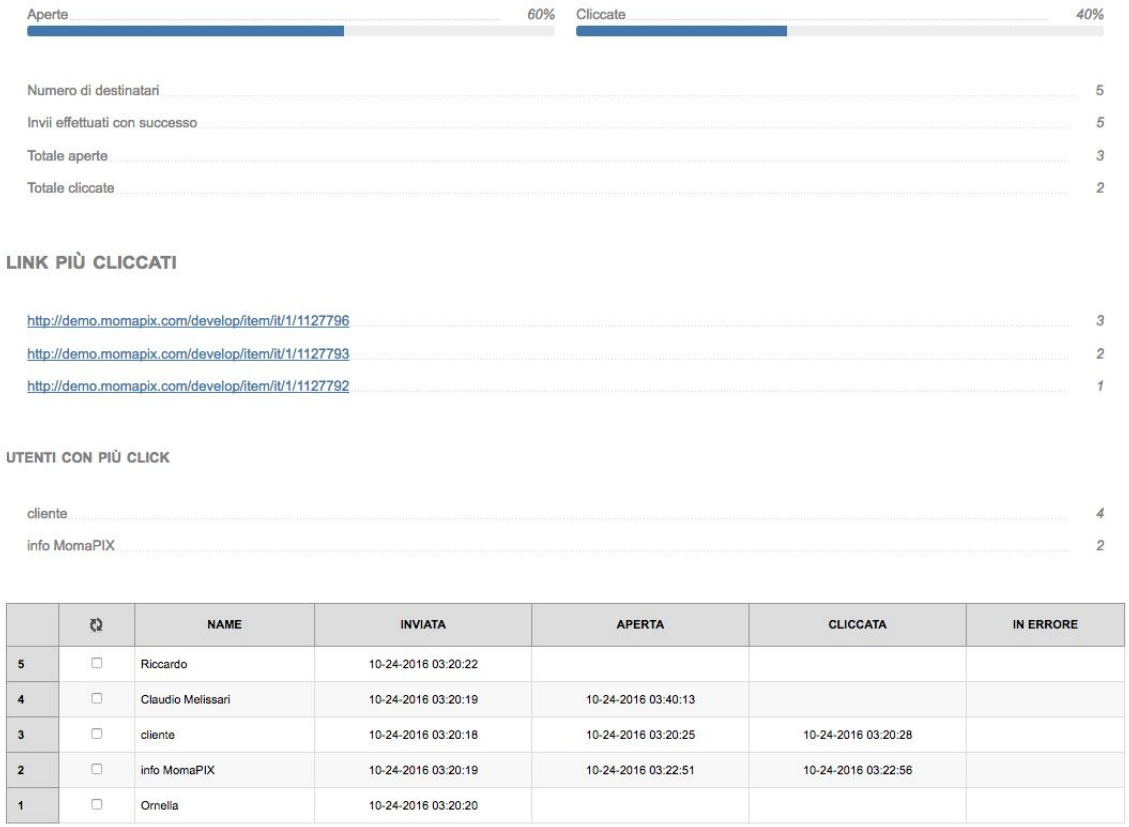
Many features associated to this function are available:

- **Template layout**: You can take advantage of an editor to customize emails graphics and layouts, to better promote digital content. Once you have created templates you like, just save and reuse them whenever you want.
- **Contents**: You can use a lightbox to promote not only specific images and videos from different folders but also complete set of images.Moreover you can promote the last event uploaded, today's events or yesterday's events.
- **Lists**: You can manage an address book to easily promote contents to many contacts. In any moment you can immediately change a contact into a user with access and download permissions. You can import contacts list from excel files.
- **Campaigns planning**: promotional campaigns can also be planned in advance and automatically send by MomaPIX in defined days and hours.
- **Campaigns reports**: You can access the complete history of the emails sent from MomaPIX, recovering what, when and to whom you sent a promotion. For any email you can check the open rate and the click through rate with the detail of the users who clicked on the links.

Promotion tools - email marketing

The screenshots below show email marketing campaigns report sheets, with the detail of who received the emails and who red/clicked them.





		NAME	INVIATA	APERTA	CLICCATA	IN ERRORE
5	☐	Riccardo	10-24-2016 03:20:22			
4	☐	Claudio Melissari	10-24-2016 03:20:19	10-24-2016 03:40:13		
3	☐	cliente	10-24-2016 03:20:18	10-24-2016 03:20:25	10-24-2016 03:20:28	
2	☐	info MomaPIX	10-24-2016 03:20:19	10-24-2016 03:22:51	10-24-2016 03:22:56	
1	☐	Ornella	10-24-2016 03:20:20			

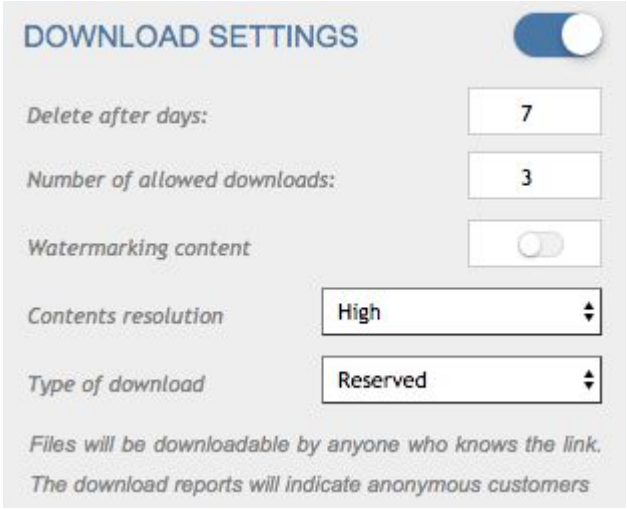
MOMAPIX
DAM SOLUTION FOR VISUAL CONTENTS

Promotion tools - MomaTransfer

Particular attention should be paid to the "**Download Settings**" item available in the Promotion Panel.
If activated, useful options are offered to allow **bulk downloading via links** of the images and/or videos inserted in the email.

These options are:

- Availability time of the link for download
- Number of download available
- Resolution (high or low) and the possibility to apply watermark
- Type of download:
  - **free** (Everyone who know the link can download),
  - **reserved** (Only users who have a registered account on MomaPIX website belonging to the link sender can download, by logging in),
  - **with a protection code** (The admin sends the email and generate a protection code to download. The user must know the code to download).



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Promotion tools - MomaTransfer

The recipient of the e-mail must click on the "click here to download" button and a screen similar to that of WeTransfer will open; from here, you must click on the "download" button.

For site administrators, complete reporting is available to monitor whether users who received emails opened it and clicked on the download link.

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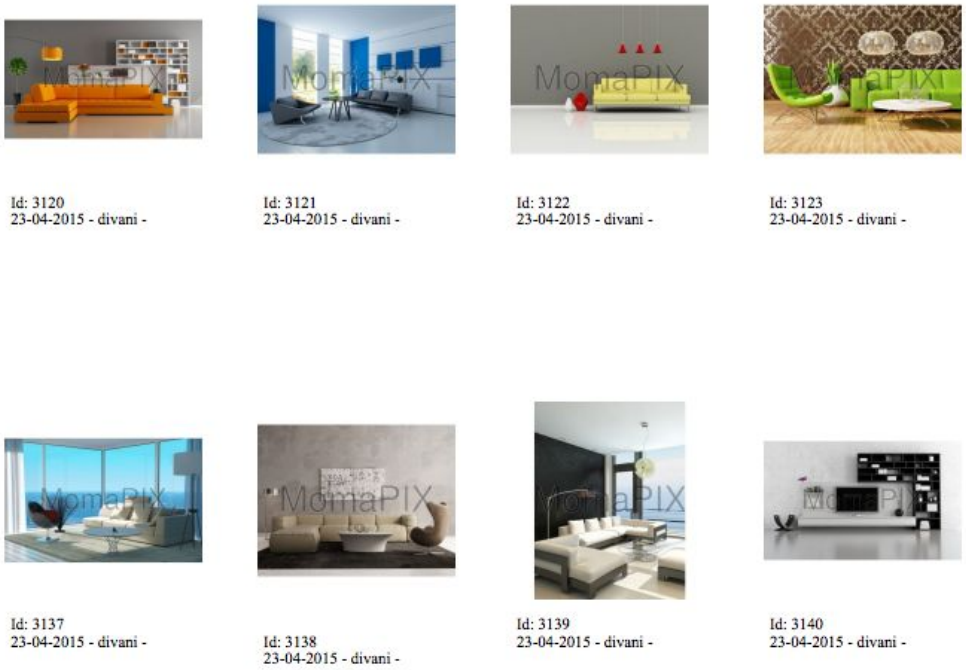
Promotion tools - pdf print

Images uploaded on MomaPIX can be shown through “pdf print” function too. Thumbnails in pdf generated by the system are linked to the website images: you are addressed to the web preview by clicking on it.
Pdf print is avalable both for internal and external website users.

There are 6 different layouts. An example in the screenshot below.



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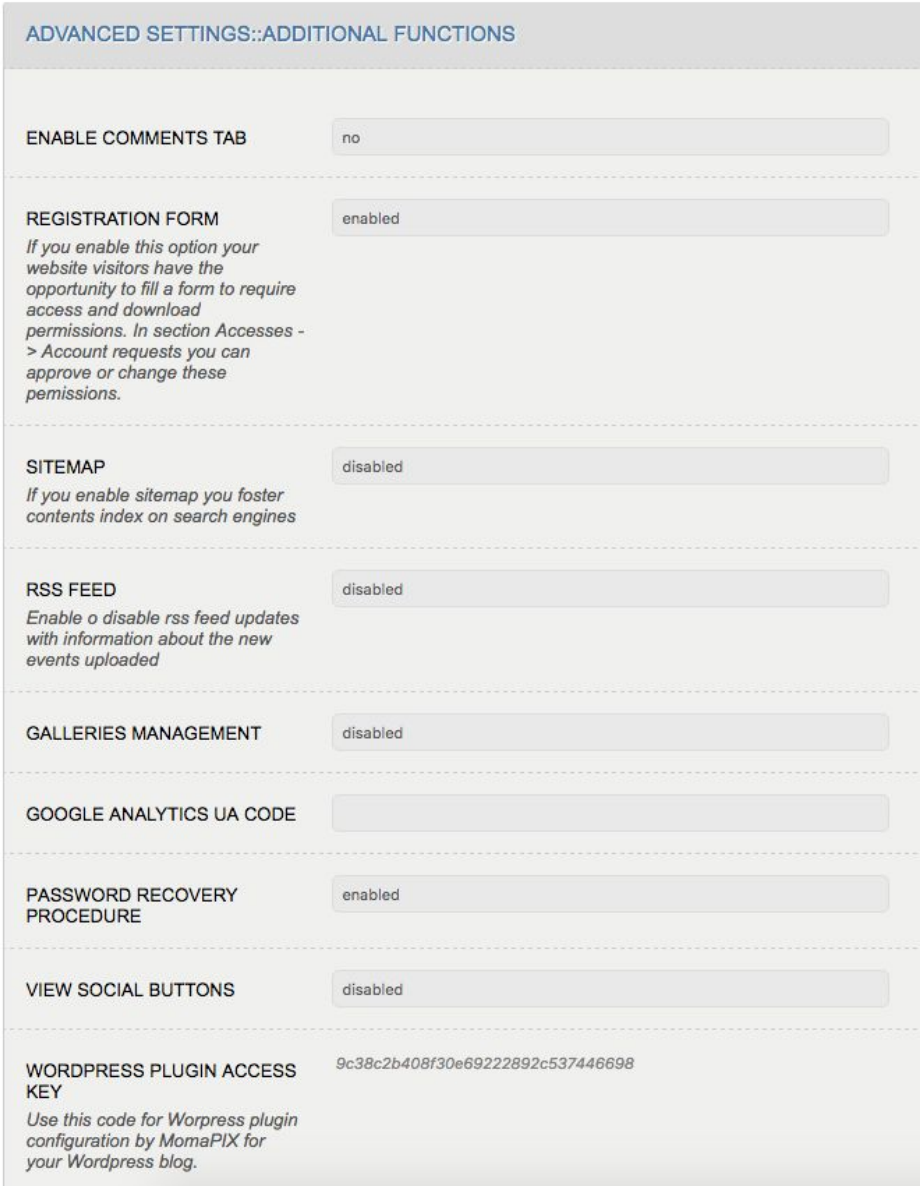
Promotion tools - Feed RSS

With MomaPIX you can enable the use of the RSS feed for the entire archive or for a single category.

The customer can choose the categories of the archive to "subscribe", so that he can receive in real time via web all the news in the archive corresponding to the chosen category.

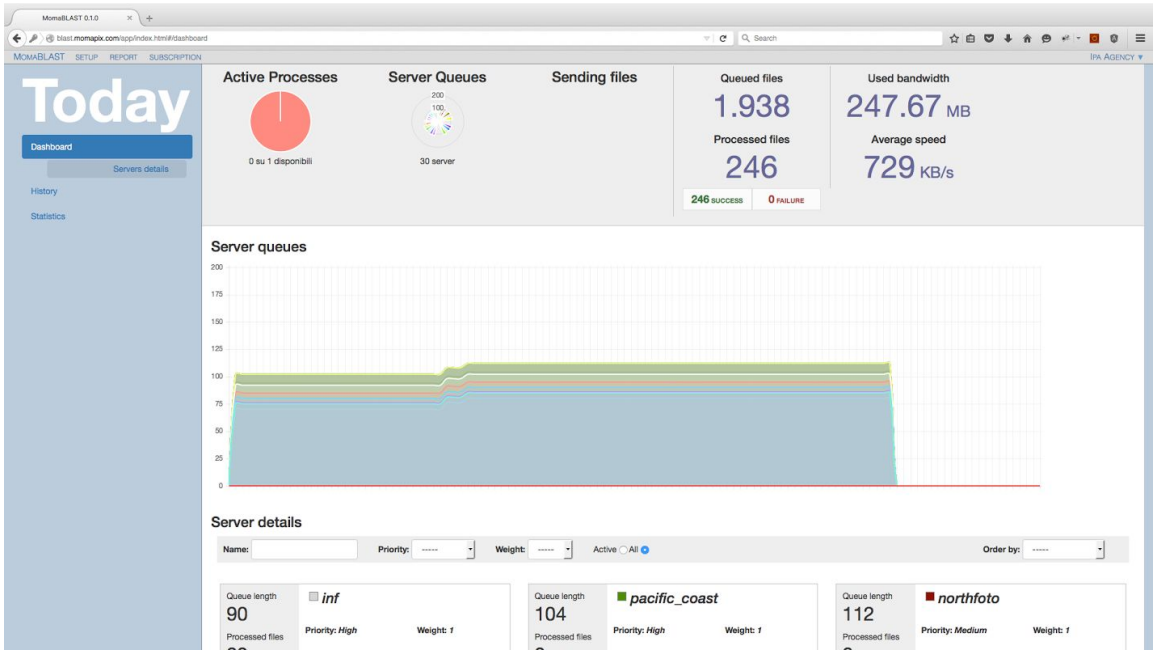
In this way for example you can create a special section or a specific page on a website, such as the company website, and make sure that it is filled in real time with all new images and videos uploaded that belong to the chosen category.



MOMAPIX
DAM SOLUTION FOR VISUAL CONTENTS

Sharing tools - MomaBlast

MomaBlast software can be integrated with MomaPIX to enhance its distribution features or used independently. MomaBlast allows to deliver contents in a fast and simultaneos way to different FTP/HTTP servers.
For example, if a company has to send images of a new product to many partners throughout the country and/or internationally and need to delivery them on ftp partner's servers, the only thing to do with MomaBlast is to set a partners list organized in groups and send the selected files just with a click. For more details, please visit www.momablast.com



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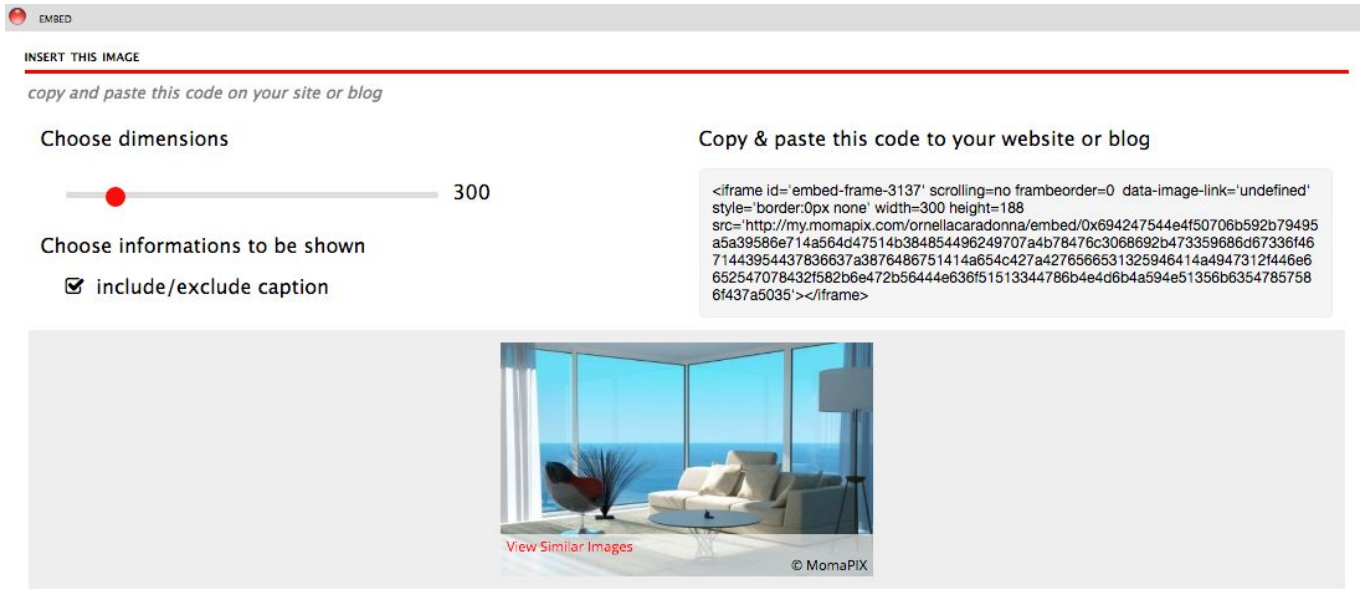
Sharing tools - Embed code

Embed code permits the company to provide users just with a code that they can insert in their web portal instead of downloading the high-res.
MomaPIX tracks the number of views too: it has commercial implications since, for example, a photo agency could implement a pay-per-view business model (the publisher pays according to the "success" that got the photos/video on the web).

The screenshot below shows the options available to embed an image in a website or blog.



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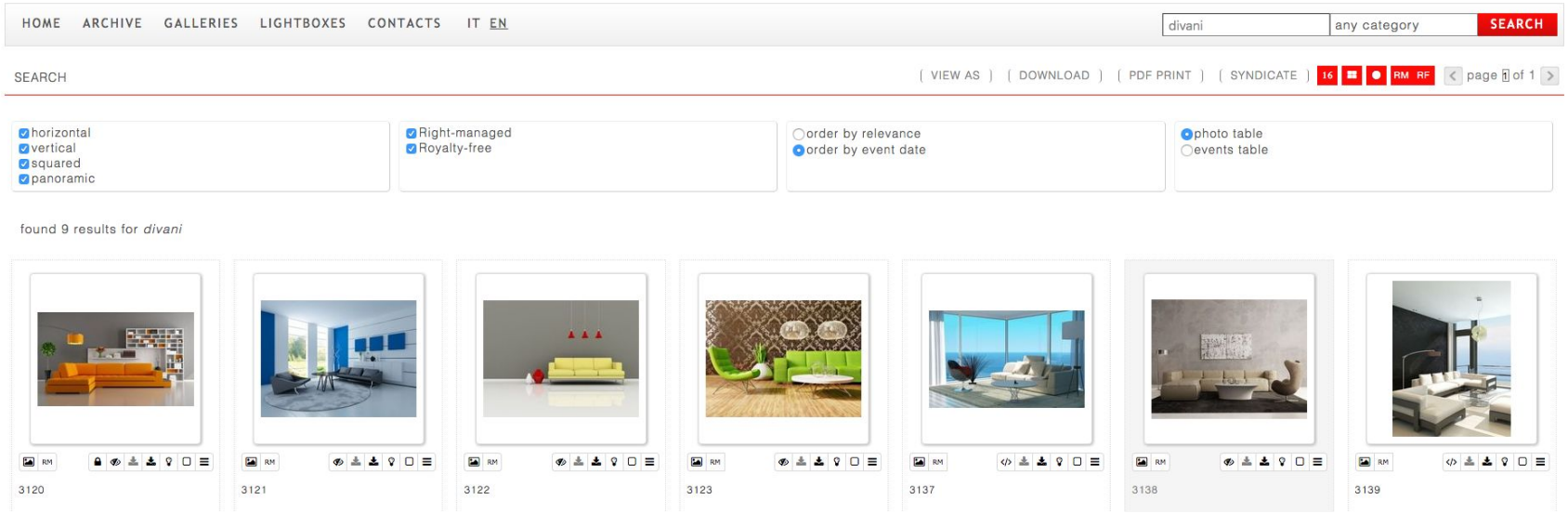
Search engine

Users can fastly find contents on MomaPIX website using search for **keywords, date, relevance** to keywords or photo **id**.

After you inserted the keyword third character in search box , the software **suggest keywords list** in archive with those three beginning letters.

It is also possible to share with other users a search result, sending **univocal link** to the webpage with the results.



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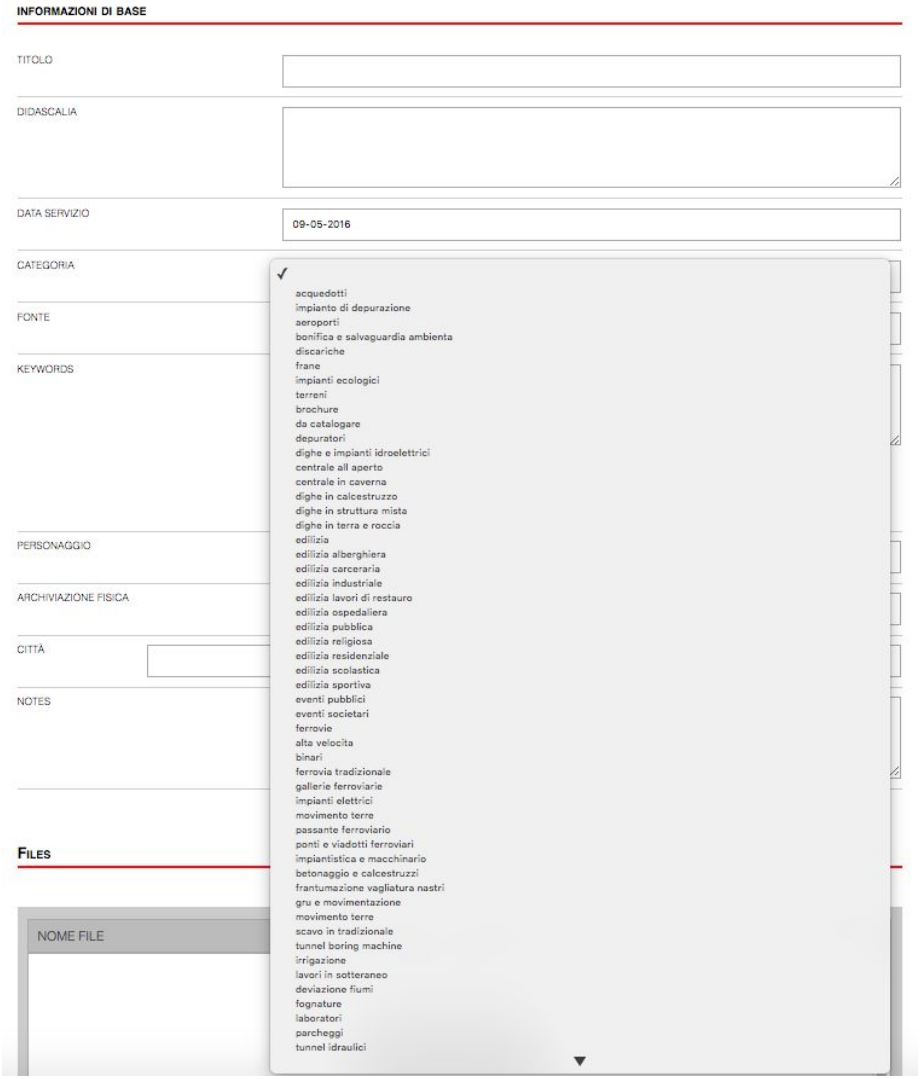
Multilevel navigation filters

MomaPIX has an extensive and multifunctional use of Filters. For each single file uploaded in archive, normally accompanied by IPTC metadata, it is possible to define a list of “keywords” that have a special value towards other keywords as they can be located (catalogued) in a tree structure that can be prior defined from admin.

Each special keyword corresponds to a search filter for users.

For those who are not used to fill metadata before uplaoding, MomaPIX can make available a customized web interface that obliges to choose a special keyword for each file to be uploaded. See the screenshot.



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API

It is a web service that provides easy external access to the functions and storage contents: to images, meta- data, video etc. via the HTTP protocol, generally using a URL.

The external application, the Client, can request particular actions by specifying certain parameters within a query .
In this way it is possible to make MomaPIX communicate with any other application to realize an integration or to submit within a different application the contents uploaded in MomaPIX archive.

At the following link there is a technical description of the service offered:
http://apps.momapix.com/support/

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Main benefits

- You get rid of servers, disks and copies
- Always updated software. You don’t need to buy updates
- No investments, monthly fee service
- You pay what you use. You can change in every moment the resources for your MomaPIX installation, following the performance and space needs of your activity.
- Free search based on metadata and/or leaded by a tree search
- Simplified workflow
- Immediate and multichannel delivery by MomaBlast
- Promote and share contents in several ways
- Authenticated accesses and reports: you can define who can do what and check advanced reports
- Integration with company systems via API and RSS feed

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MomaPIX is made by MomaSoft srl

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