

Adobe Scene7 Dynamic Media Solutions

Deliver rich, dynamic content to all touchpoints

Adobe Scene7 is a hosted solution for managing, enhancing, publishing and delivering dynamic marketing assets and rich visual merchandising to Web, mobile, email, Internet-connected displays and print.

Solutions

Manage

Publishing System

Media Portal

Enhance

Dynamic Imaging

Dynamic Banners

eCatalogs

eVideos

Multi-Media Viewers

Visual Configurators

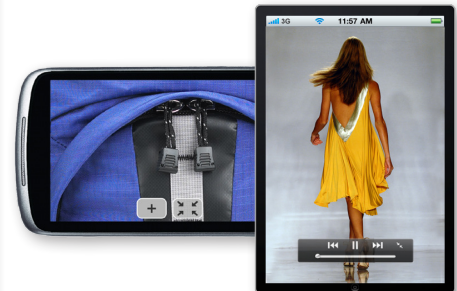
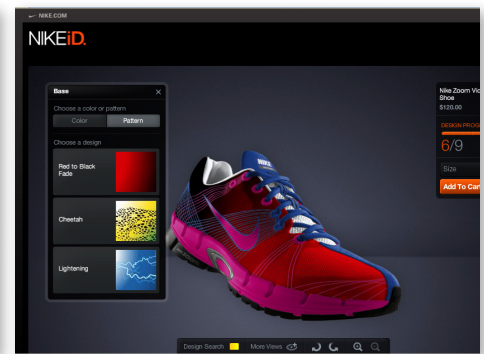
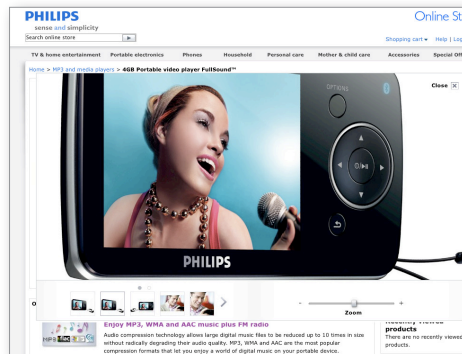
Web-to-Print

Deliver

Web & Social

Email & Print

Mobile & Multi-Screen



Clockwise: Dynamic imaging with zoom, alternate views & spin; visual configurator, mobile zoom & video, online video

Businesses are challenged to consistently deliver rich and personalized content to their audiences across a rapidly expanding variety of customer touchpoints. Add to this a proliferation of rich content and uncompromising expectations among customers for speed, quality of experience and efficiency and it becomes an even taller order to deliver rich experiences everywhere consumers are. Adobe Scene7 solutions help businesses address these challenges by automating and scaling the delivery of dynamic media regardless of how the customer ultimately interacts with the content - through Web, mobile, social, email, print, or even in-store kiosks or television screens.

Utilizing a set of master assets, Scene7 dynamically generates and delivers unlimited variations of rich content in real-time through its global, scalable, performance-optimized network. Hundreds of leading companies worldwide, including QVC, Harrods, Macy's, Office Depot, Polo Ralph Lauren, La-Z-Boy, Lands' End, Blockbuster, VF Corporation and Levi Strauss & Co., use Adobe Scene7 solutions.

Dynamic Media Management & Publishing

The following solutions enable users to manage, enhance and publish rich assets through streamlined, intuitive creative workflows.

"As you improve the online shopping experience, you get to a threshold of user satisfaction that is hard to quantify, but is a tipping point. That tipping point is where shoppers feel they are getting enough knowledge of products—on both the emotional and rational levels—to make a purchase without physically viewing or touching the product. Scene7 is a powerful tool for creating this type of rich user experience."

Gilles Domartini, Vice President & General Manager for Online at Philips Consumer Lifestyle

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Solutions include:

- Publishing System: Manage, enhance & publish dynamic content for cross-media workflows
- Media Portal: collect, manage, share and distribute creative assets or Microsoft® files in a secured creative-controlled system
- Dynamic Imaging: Scale optimized rich imagery in real-time including sizing, editing, interactive zoom, colors & multiple views, 360 spin
- Dynamic Banners: Deliver relevant, targeted messaging in promotional banners in real-time
- eCatalogs: Interactive version versions of your print materials
- eVideos: Upload, transcode, edit, manage & stream interactive videos
- Multi-Media Viewers: Combine all media types in one viewer
- Visual Configurators: Visually configure products and options in real-time
- Web-to-Print: Template-based marketing materials to control your brand
- Web & Social: Deliver any cross media solution to web pages social, sites & applications
- Email & Print: Deliver visually rich, personalized imagery in email and print campaigns
- Mobile & Multi-Screen: Deliver optimized rich mobile & multi-screen experiences to devices
- Targeted Email and Print: Deliver visually targeted, personalized email and print campaigns
- Visual Configurators: Visually configure products and options online prior to purchase

Benefits

Grow overall revenues

- Increase online revenue by more than 150%, increase influence on in-store sales by 50%
- Improve conversion and response rates by up to 2x
- Increase average order size up to 19% and items per order
- Reduce return rates by up to 33%, registration increases up to 22%
- Increase in online lead generation by up to 270%

Reduce media production, management & publishing time and costs

- Automate optimized versions & formats, eliminate content volume up to 80%
- Reduce production time and costs up to 80%, content collection and distribution costs up to 60%
- Minimize photography costs, render on-demand
- Reduce in-bound services call by up to 25%

Build brand loyalty and repeat business

- Improve overall customer experience and site "stickiness"
- Improve satisfaction rates up to 50%
- Increase up to 15% page views/visit and average visit lengths up to 32%

Availability

The Adobe Scene7 base offering includes Scene7 Publishing System, Media Portal, Dynamic Imaging, Dynamic Banners, eCatalogs and eVideo. Add-on solutions to the base are Visual Configurators, Web-to-Print, and Email & Print. Adobe Scene7 is currently offered in six languages: English, French, Italian, German, Spanish and Japanese.

About Adobe Systems Incorporated

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