

# STRAWBERRY - PROJECT-BASED ASSET MANAGEMENT

## for Adobe Creative Cloud Video Production

STRAWBERRY offers project-based media asset management that integrates seamlessly into **Adobe® Premiere® Pro CC**, a professional video editing app and **Adobe After Effects® CC**, the industry-standard for creating motion graphics and visual effects. Both apps are part of the Adobe Creative Cloud, a comprehensive set of interconnected tools and services, including deep integrations with partner technologies like Strawberry.

STRAWBERRY has been designed by editors for editors and other creative media producers to keep productions organized and collaboration flexible. It solves common storage and project management issues, enabling teams to spend less time prepping suites and searching for footage, and more time being creative. STRAWBERRY also greatly simplifies daily tasks for IT staff and makes collaboration much more intuitive.

## STORAGE MANAGEMENT MADE EASY

Many productions love the openness and flexibility of Premiere Pro CC and After Effects CC. Creative teams can work with media in many locations. But as teams grow, managing access to the media becomes a problem. Should that freelancer get access to the entire volume? How can editors share footage and prevent the dreaded “media offline”?

STRAWBERRY organizes Adobe project and media files automatically on the production storage and keeps access rights secured. *Project Mounts* automate a task that many productions must do manually: ensure that users work in defined locations instead of dumping their content anywhere and everywhere on the storage. This makes the management of incoming raw footage and the cleanup or archival after the fact much simpler. STRAWBERRY can also *Find & Import Unmanaged Assets*, so that media dragged and dropped into the project bin in Premiere Pro CC is automatically moved to the organized Strawberry volume on the storage.

When editors wish to use assets from other projects or applications in STRAWBERRY, they

can simply add the asset or entire project and everything will be linked into their project workspace. This greatly reduces wasted storage capacity by addressing duplication. Meanwhile, *Deletion Protection* ensures that content deleted from one project is not removed from other projects where it is still needed.

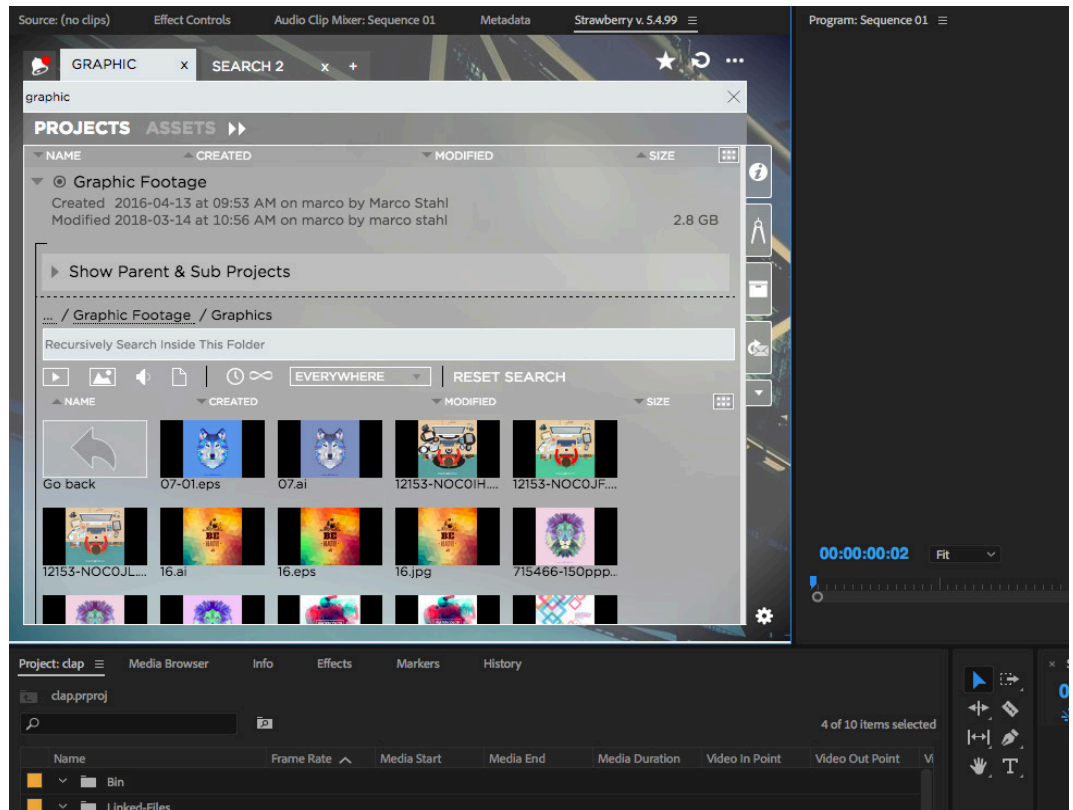
As content security is a must in multi-tenant production environments, STRAWBERRY *manages access rights*, so teams can only gain access to the content they should be working with. This simplifies volume management and provides peace of mind that freelancers can't accidentally see that top-secret footage from an upcoming project.

Another feature greatly appreciated by IT and production staff are the built-in *Templates*. Teams can preset project structures, even including an actual application project file, ensuring every user has a consistent project structure. Templates can be set for different applications so that STRAWBERRY can work across various creative tools, helping the entire production to stay logically organized.

## INTEGRATED PANELS FOR THE ADOBE VIDEO TOOLS LET EDITORS EDIT AND CREATORS CREATE

But too much of creative talent's time is spent looking for content or collecting the footage they need. STRAWBERRY provides scrubbable proxy previews of all the content in its organized project structure. These can be viewed from a web browser for the broader team, or

from the intuitive STRAWBERRY panel extension into Premiere Pro CC and After Effects CC. The panel allows editors or VFX artists to stay within their applications, importing high-res files with the click of a button and browsing through content on the shared storage.



*With Contextual Search, files can be found based on their project context*

Locating files on the storage has never been easier thanks to the STRAWBERRY *Contextual Search* functionality. Don't waste time with Finder, Spotlight or Explorer - simply find assets based on their project context. Instead of tagging every raw file, project metadata helps users find their footage and see other relevant content. It also displays layer-by-layer previews of Adobe Illustrator® CC and Adobe Photoshop® CC files. Just scrub through the layers in the STRAWBERRY proxy.

This saves time and ensures editors pick the precise graphic that they need.

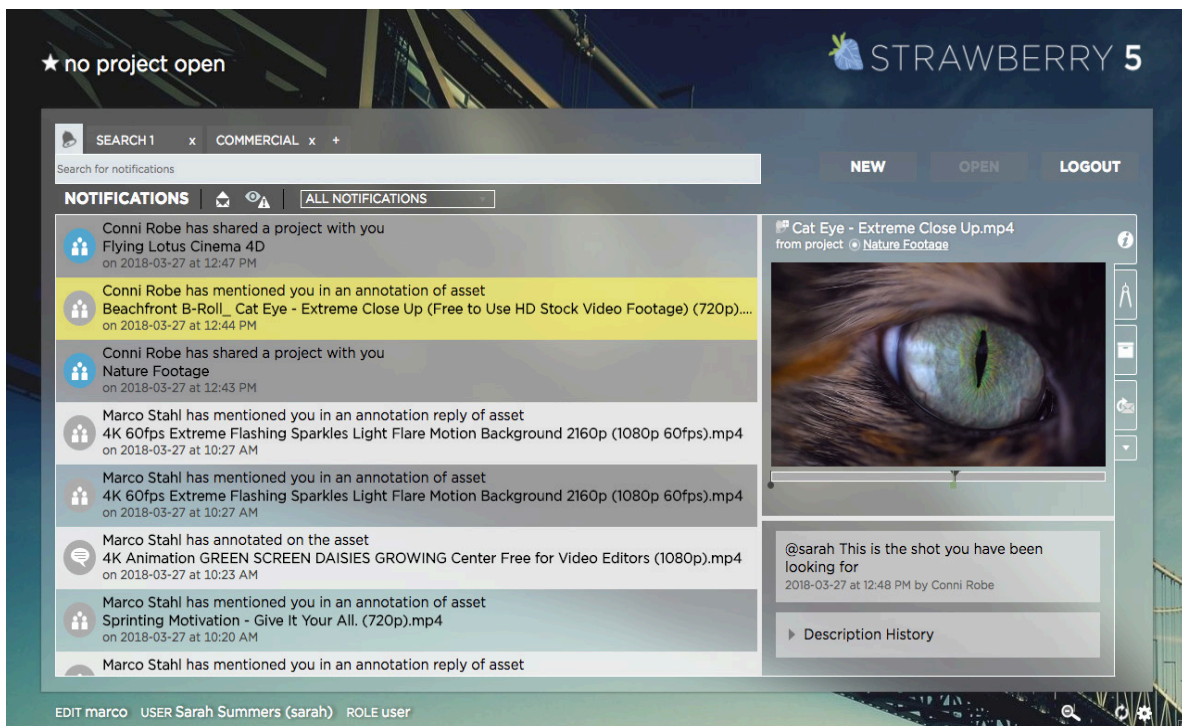
Additionally, through STRAWBERRY's *XMP Metadata Synchronization* and marker extraction, valuable commentary and metadata held in Premiere Pro CC is automatically turned into search criteria. Customer or producer feedback automatically shows up in the editing timeline as a marker.

## EASY NOTIFICATIONS WITH THE NEW COMMUNICATIONS SYSTEM

STRAWBERRY's new *Communications System* simplifies correspondence between users, keeping everybody up to date about their STRAWBERRY-managed projects, assets and workflow tasks. Users can subscribe to notification alerts with the click of a button or by using the auto-subscribe feature.

With *Notification Messages*, users can receive alerts via tailored news feeds.

The *Global Event Log* saves every single user-content-interaction, allowing admins to regularly review activity on the system.



*The new Communications System simplifies communication within the production team*

## RELIEVING OVERBOOKED EDITING SUITES

STRAWBERRY's *Project Mount* technology eliminates the need to prep post-production suites.

Creative talent doesn't have to waste their time on cumbersome media management. Content can be easily linked into the STRAWBERRY virtual volume, simplifying prepping work significantly.

An optional feature in STRAWBERRY is *Preditor*, a browser-based, rough-cut editing tool, which provides storytellers a quick and intuitive way to create a shotlist or assembly edit from any local or remote location and save time in the editing suites. *Preditor* sequences can be imported with the click of a button in the Strawberry panel, and all hi-res assets are automatically linked and imported into the project.

## HIGHER EFFICIENCY IN THE PRODUCTION WORKFLOW

STRAWBERRY simplifies how editors, producers and even customers interact with each other through a flexible, web-based commentary and approval platform that allows productions to track requests, provide feedback and accelerate turnaround times.

STRAWBERRY fully supports the **Adobe Team Projects** to enhance team collaboration, as well as the newly released **Project Locking** feature in Premiere Pro CC.

While Adobe Team Projects allows editors to access the same team project file stored in the cloud, it does not ensure that editors have access to the media in that project.

This pairs perfectly with STRAWBERRY's project-based media management, which ensures assigned team members can access the assets and all related media within the project. It delivers all of the content to the user.

## SUMMARY

As productions grow, media management and collaboration become difficult. Productions try the same manual processes that worked in a smaller world but become overwhelmed. Turnaround time suffers, the storage requirement explodes and frustration grows.

STRAWBERRY is a valuable tool to get the best work out of the team: allowing creative teams to be creative without wasting time on administrative tasks. STRAWBERRY offers a fully integrated project-based asset management solution for the Adobe Video Production applications to make team collaboration a piece of cake.