

Vivid Imaginations are the UK's biggest toy & game company. They chose Newmetrics to deliver their bespoke media content suite

Business Background

Vivid Imaginations are the UK's biggest toy & game company. They are successful independent toy manufacturers and importers. The customers of Vivid are high street names and their products will be owned by nearly every child in the country.

Marketing the products forms a large part of their activities and they want to keep control of the images and projects in which library images, videos and sound files of their products are used. Management of the media files enables Vivid to bring their products to market sooner. With over 600,000 images and iterations of those images, this management is critical.

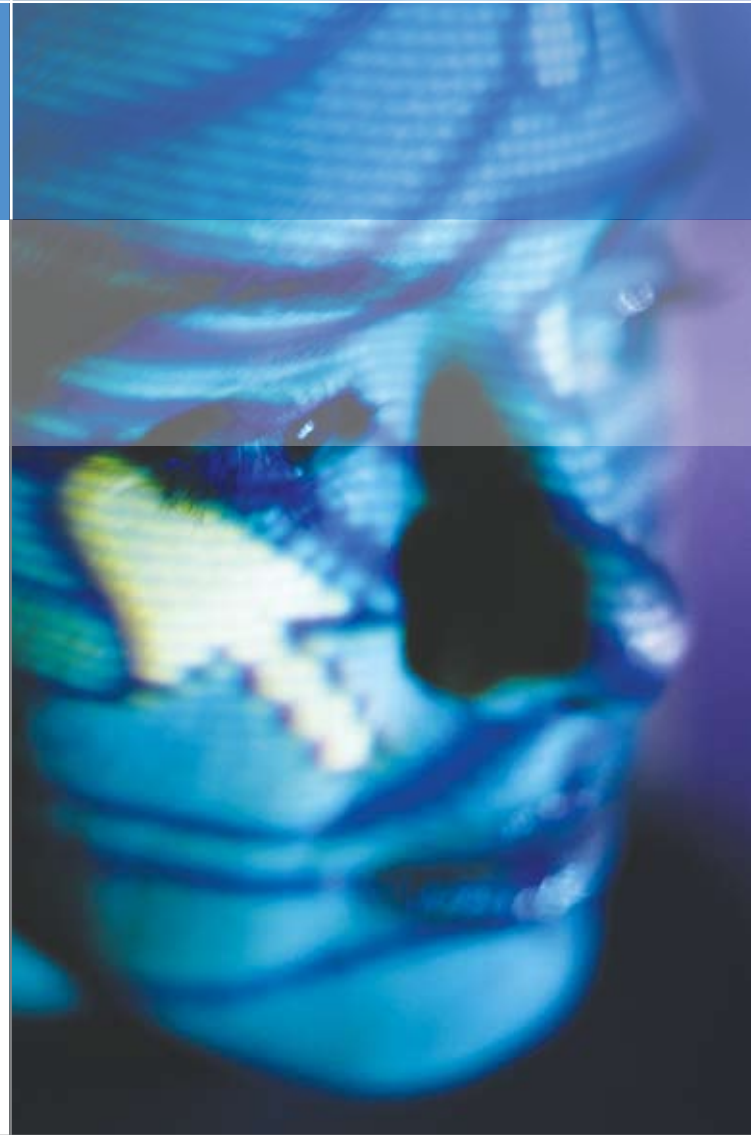
The problem was and the objectives were

The problem is the lack of control over the use and versions of media files and the unauthorized changes that can take place. The objective is to provide a level of control so that unauthorized changes cannot take place.

Both internal use of the media files by Vivid staff, and the use by external agencies suffer with the same problems of a lack of control. To overcome this for external users a password protected web gateway has been created.

Having the ability to deliver secure, time-critical media content, on-line and on-time, gives Vivid Imaginations a genuine competitive advantage.

The overall objective for Newmetrics was to specify and produce both a desktop application for internal use and a web gateway for external users to access and have version control mechanism in place.



Newmetrics, complete end to end solutions

Why was our solution identified and the reason behind the technologies selected

As an existing supplier of services to Vivid, Newmetrics were in a good position to understand the requirements and to work in the Extreme Programming methodology preferred by them.

This is working with a very loose specification and project plan, and being able to steer the development based on the most immediate need with regular deployment of the applications.

The technical solution included SQL Server 2005, C#.NET for the desktop application and middleware, SOAP Web Services, ASP.NET.



The benefits to the client

- Save file storage space
- Reduction of network traffic
- Control lifecycle of media files
- Strict control of access to media files
- Easy searching for versions of media files
- Enabled grouping of media files to create complete projects
- Image manipulation to convert media formats from one type to another (e.g. BMP to JPG or PDF)
- Full version control of media files



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