



*Create*



*Communicate*



*Connect*

# Interchange

A key component of Chakra Communications, Inc.'s 100% digital workflows is our Interchange (digital asset management) system. Powered by Xinet's WebNative, Interchange is an Internet-based application that provides intelligent, flexible and immediate access to your digital files 24/7.

Easy, intuitive and flexible management of your most valuable digital assets.

Affordable online service – nothing to install, implement and maintain.

Utilize images across mediums effectively, efficiently and affordably.

Completely browser based, Interchange allows you to tag, archive, search, access, browse, or request via physical media, your digital files. Our easy-to-use interface, built-in security, and on-line help, increases the accuracy and reduces the manufacturing cycle times of your product. Ideal for images, documents or multi-media, Interchange applications are many. As an image workflow tool, Interchange provides for the dynamic repurposing of your image files. Change an image's format and resolution on-the-fly. Cross media publishing has never been easier.

## How Is It Utilized?

You have a collection of artwork, in various forms, some owned, some licensed, in multiple locations. Identifying, quantifying and tracking these assets is a challenging task. Is the image in a digital format? Was it scanned for print or the web? How is it stored and where is it located? Interchange is an Internet accessible application that organizes your digital assets and provides intelligent access to those assets at anytime, from anywhere. Share asset information and access with your partners securely and efficiently.

Chakra maintains the Interchange platform. You have no software to install and maintain.

## Flexible

Images are tagged and organized with flexible search and identification information. Multiple versions of the same asset are stored to support low and high-resolution requirements as well as multimedia publishing (print and web). Interchange becomes an extension of your data storage network or integrates with your digital production workflows.

## Secure

The Interchange solution is firewall protected and resides on a powerful Silicon Graphics, Inc. Origin 2000 server. Your images are stored on redundant and recoverable high-capacity disk arrays, and served to you via high-speed Internet connections.

## Affordable

Interchange™ fees are based upon a combination of license fees, and bandwidth and storage requirements.

[www.chakracentral.com](http://www.chakracentral.com)

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