

"After researching and testing digital asset management systems (DAM) Daminion is the first company to impress with a DAM solution that meets all our requirements..."

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During winter in the northern hemisphere, Cape Town is a favourite destination for international production companies to shoot TV commercials and features. We have great weather in summer with almost no rain and an excellent exchange rate.



Our companies are quite small and have a small team of permanent staff. We have a library of location images and TV commercials. Our location library covers the entire Southern Africa & Indian Ocean Islands

We use these images to show prospective clients what is available as filming locations when we compile budgets for jobs. We utilise our locations database when we are quoting on new projects and being able to quickly and accurately source location options might be the deciding factor in us landing a job or not.

About Gatehouse Commercials & Juice Films
Gatehouse Commercials and Juice Films are focused, highly professional boutique for commercial facilitation. These are service production of television commercials in South Africa for European and American Production Houses.





During our busy season we turn quite a large volume of quotes through the research department. We have multiple users looking through the database to find relevant locations for creative concepts and storyboards from our client base.

We have to access this information quickly, accurately and effectively. During our winter we do administration: adding to our existing database the images for that season and assigning tags to those images to find them effectively in future. While our database was small (<100 000 images) standalone applications were quite effective and useful.



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Our requirements

We describe our locations by various fields: geographic location (GPS & Country-Province-Municipality-Suburb), contact people & a taxonomy that describes the content of each image.

The size of our database started growing exponentially as our company grew and this has forced us to investigate permanent DAMS in house. We have evaluated and compared a couple of DAMS in the market and found Daminion Server to meet all our needs. We have signed up as beta testers and have put Daminion to the test. Because we are a small team some of the most important considerations for us were:

1. Cost
2. Return on investment
3. Security
4. Learning curve for freelance employees
5. Support for multimedia
6. Creating custom taxonomy
7. User roles to define access levels
8. Multiple simultaneous users
9. Reliable customer support

Daminion - Digital Asset Management System for Small Teams

Daminion Server meets our requirements in these fields

1. Daminion is very affordable
2. The software is a valuable tool from the start: existing metadata is imported from industry standard metadata like EXIF & IPTC
3. Deployed as desktop software in network environment
4. Quick to learn with intuitive UI



5. Supports all commonly used image and video file types
6. We describe within the framework of our industry
7. To be implemented...
8. Tested with 3 clients connected to server
9. The guys at Daminion are always available with prompt assistance and support (5 stars)

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visit: www.daminion.net or email us by sales@daminion.net

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