

SIMPLEVIEW DAM POWERED BY CLOUDINARY

# Transform your digital asset management

Vitalize your asset storage and delivery for a great user experience. Discover seamless integration, AI-powered distribution and management of images and video, as well as effortless transformations and edits for DMOs of any size. Simpleview DAM powered by Cloudinary streamlines digital asset management for your destination, saving you time and effort.

LET'S TALK

Your digital asset management solution is simple. **It's Simpleview DAM.**

## Supercharge workflow with intelligent automation

Leverage AI for tasks such as auto-tagging, dynamic collections, and advanced search, allowing you to manage beyond a tag. Implement AI transformations to streamline editing and prep assets for use.

## Centralized and delivered — its fully integrated

Simpleview DAM is embedded within Simpleview CMS. It powers your website image and video delivery via an AI-powered content delivery network (CDN). Upload assets from DAM into CMS directly or through a new dropdown option within the CMS uploader.

## Optimize media for a great user experience

Delight travelers with captivating visuals no matter where they engage with your content. Simpleview DAM images and videos delivered through the CDN are auto-responsive and dynamically adjust to each viewing screen — ensuring a consistent presentation.

## Operations made simple, edits made easy

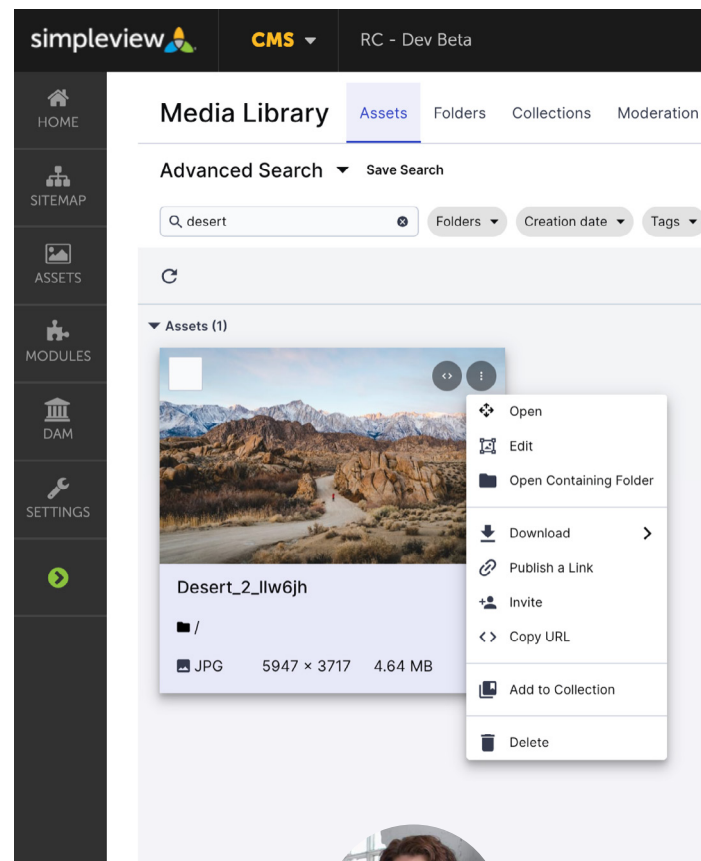
Enhanced editing powered by AI allows you to edit, upload assets in bulk, and manage data for assets simultaneously — no external software needed. Set copyright and expiration dates for automatic asset takedown, create collections and share links to assets for upcoming campaigns, and easily tag items for usage rights.

## Simplified, smart asset management

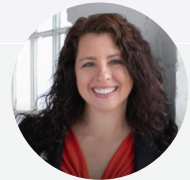
Relate assets to each other for easy segmentation, sourcing, and image-tying to press releases, campaigns, website pages, and personas. Organize all uploaded images, photos, and documents without impacting your connection with your CMS-powered website.

# Created, Measured, Optimized — Just For You

- **Leverage content-aware algorithms and object detection** with AI-backed technology for smarter, faster work
- **Shorten workflows with media asset management solutions** and next-level searches — source, organize, and manage photos easier than ever before
- **We empower you to optimize, distribute, and embed video** — without the need for third party platforms
- **Create shareable collections with public interface** for any occasion, and on-demand, when situations call for it
- **Deliver images simply in Simpleview CRM** using URLs to DAM assets



**ANDREA ROBYNS** | Marketing Technology Director,  
Experience Grand Rapids



I'm really excited to see the improvements and investment put into shifting Simpleview DAM to the new DAM powered by Cloudinary. **Cloudinary offers more options for tagging our photos and videos, using structure metadata, all while still integrating within Simpleview CMS.** There are new opportunities with Cloudinary by using templates and image links that will help reduce duplication across the Simpleview ecosystem."

## Become a **media powerhouse.**

Simpleview is a leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

## Your AI-backed solution for managing digital assets — Simpleview DAM.

LET'S TALK

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