



S.T.A.R.<sup>®</sup>

*Introducing the S.T.A.R.<sup>®</sup> program*

*System for Tracking, Archival and Retrieval*

*S.T.A.R.<sup>®</sup> provides DWS' clients immediate access to their entire digital library over a 100% secure web connection, from anywhere in the world, 24/7. The process is simple, fast and easy to use. Customers can browse the S.T.A.R.<sup>®</sup> program for their archived files, download PDF files for collaboration, as well as custom images that are web-ready for cross platform consistency. S.T.A.R.<sup>®</sup> simplifies digital asset management, use and distribution, allows for file sharing and accelerates production time.*

*Here's how it works...*



# System for Tracking, Archival and Retrieval

## ADMINISTRATION



Clients access their digital files through a password protected website, customized to match their corporate identity. Each individual user has different access rights. S.T.A.R.® automatically maintains a complete history of all asset activity. Any changes made to digital assets are automatically logged without the need of user or operator intervention. S.T.A.R.® provides automatic localization in numerous languages including, but not limited to, English, Italian, Spanish, French, German, Japanese and traditional Chinese.



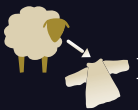
## USER INTERFACE

Clients can choose from styles of user interfaces or create their own. The look, feel and functionality of S.T.A.R.® can be adjusted to suit each client's unique requirements.



## COLLABORATION

In-house teams, outside sales representatives or vendors can collaborate to access the same files from any remote location reducing turnaround time. Clients can preview composed PDF's simultaneously for easy review. Files can be downloaded and printed for a hard proof if needed.



## REPURPOSING

Powerful image conversion tools give clients the ability to manipulate their valuable digital assets in infinite ways. Final projects are automatically available for website content, keeping your print and web base branding consistent. Images are automatically generated for the web in .tiff, .eps, .gif and .jpeg file formats.

## METADATA



Clients can customize data fields into templates for organizing and tracking specific data. Fields can include information such as job numbers, UPC codes, Part Numbers, Print Date, etc. Metadata can be either downloaded or uploaded for use in job tracking or accounting applications.

## TRIGGERS AND ACTIONS



When a Metadata value changes per a pre-established rule, the database will then trigger an action or group of actions.

- Create a deadline for approval or printing
- Send e-mail notifications
- Move files to new locations
- Generate proofs

## DISASTER RECOVERY



S.T.A.R.® is 'backed up' every 2 hours at our Long Island facility, to guard against any loss of data. In addition, a second backup is then generated and sent to our off-site facility to ensure instant recovery in the event of a disaster.

For additional information, an online demonstration or to find out what DWS' S.T.A.R.® program can do for you, please contact one of our sales representatives.

Andy Staib [astaib@dwsprinting.com](mailto:astaib@dwsprinting.com)  
David Staib [dstaib@dwsprinting.com](mailto:dstaib@dwsprinting.com)  
Tom Staib [tstaib@dwsprinting.com](mailto:tstaib@dwsprinting.com)

