



Allied Vaughn Launches “Digital Asset Management Services Group” Dedicated to a Library Management Approach for Content Management

Minneapolis, MN (December 17, 2007) – Allied Vaughn announced today the launch of the “Digital Asset Management Services Group”. The move reflects the growing demand for the company’s solution and the approach the company adopted in its development. Unlike other asset management products, Allied Vaughn applies a traditional Library Management philosophy, developed through years of experience with physical media archives, to its innovative Digital Asset Management software and processes. The result is an affordable solution, combined with a personnel team that has the tools and experience to efficiently convert and tag client assets. This parallel approach to managing and distributing physical and digital content generates successful implementations, and provides maximum value to Allied Vaughn's clients.

“It's about how you leverage traditional and new technologies to get the maximum value out of your library” said Jim Laib, CTO and leader of the Group, “and we've worked hard to develop strategies, processes and tools the enable our customers to achieve this goal, at a price that is affordable”.

“Our philosophy is successfully incorporated into our Library Management solution, which is implemented with many organizations – from small non-profits to Fortune 500 companies,” continued Laib. “We developed our Digital Asset Management solution to integrate the elements required by those who are transitioning a traditional library, or managing a physical and/or electronic library. This includes robust storage, search, and retrieve functions. We also integrate efficient and measurable ways of distributing content, whether it’s a physical or non-physical.”

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About Allied Vaughn

Allied Vaughn (<http://www.alliedvaughn.com>) is the only company offering unbiased media consultation because it's the only company providing every current solution for managing, manufacturing and delivering content to the businesses, faith and educational organizations, and consumer markets. Clients rely on Allied Vaughn for a variety of electronic content and delivery options, including streaming, downloading and web broadcasting, as well as DVD/CD copies and fulfillment. Allied Vaughn also offers its proprietary Media-On-Demand online solution, and a growing number of clients are using its Digital Asset Management Services to manage their rich media libraries. Looking to the future, Allied Vaughn is partnering with some of the leading technology companies in the U.S., uncovering the additional potential of proprietary Burn-On-Demand and Download-To-Burn product offerings. Jim Laib may be reached at (952) 832-3100 or by email at jim.laib@alliedvaughn.com, and Sales Director for Content Management, Vicki Weagley, may be reached at ((410) 956-1070 or by email at Vicki.weagley@alliedvaughn.com.

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