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# Editorial

*Journal of Digital Asset Management* (2010) 6, 131–132. doi:10.1057/dam.2010.17

Welcome to Volume 6, Issue 3. The season of spring has sprung and with that comes much growth in the field and practice of digital asset management. This issue sees much growth with many great articles and interviews to stimulate the mind and rejuvenate our interest in DAM.

To begin with, *JDAM* is pleased to have a book excerpt from Patricia Russotti and Richard Anderson's, *Digital Photography Best Practices and Workflow Handbook: A Guide to Staying Ahead of the Workflow Curve*. Chapter 7, *Getting To Work – Image Ingestion*, covers the key components of getting digital images from the camera into the computer. The ingestion step is one of the most important steps in a safe and efficient digital image workflow. Performing this step properly can provide the best opportunity to automate the digital workflow and ensure organization and safe keeping of the photographer's work. The authors discuss best practices for: options for safe transfer of images utilizing dedicated ingestion software, creating a file and folder backup, and many more.

Michael Moon interviews Cheryl McKinnon, Chief Marketing Officer at Nuxeo. This interview provides insights into Nuxeo's market strategy, differentiation and why DAM is an essential move for the company. Nuxeo announced the availability of Nuxeo DAM, its first digital asset management earlier this year. An established vendor offering open source Enterprise Content Management since 2000, this move into DAM was largely prompted by demand from its diverse install base. Nuxeo DAM builds upon the strength of the Nuxeo Enterprise Platform, a highly extensible Java-based environment designed specifically for content applications. Nuxeo DAM has been designed with the creative content consumer in mind – offering the key functionality needed to manage multiple renditions of rich

content, ease the storage burden, protect against intellectual property or copyright breaches, and enable easy and intuitive search and navigation through media assets.

In less than 3 years, Aaron Fulkerson, CEO of MindTouch, has grown MindTouch from a small open source project into one of the world's most popular open source collaboration platforms. Its wiki-like platform enables tens of millions of users globally to connect and customize enterprise systems, social tools and web services. Michael Moon interviews Aaron and provides a fascinating discussion on enterprise 2.0 and open source collaboration markets. In fact, enterprise spending on Web 2.0 technologies is predicted by Forrester to grow strongly over the next 5 years, reaching US\$4.6 billion globally by 2013 and MindTouch was cited by Forrester as the best alternative to industry heavyweights Microsoft and IBM.

In a captivating and most timely article, Doug Liles, Group Director, Enterprise Solutions for Southern Graphics Systems provides insight into Web Services and DAM. With such topics as DAM as workflow, WCM Integration, Beyond Plug-Ins and the need for standards, Doug makes an impassioned appeal to the DAM marketplace to integrate web services APIs into the core of Digital Asset Management solutions to meet user and application demands.

Randal Luckow, Digital Archivist, manages the Metadata and Digital Media Services Department at Turner Entertainment. In his intriguing article, he argues that when a needed controlled vocabulary does not exist in available taxonomies, it is necessary to develop a new taxonomy based upon original research and or authoritative sources. His article presents an example of how an animation-specific taxonomy and subsequent controlled vocabulary was constructed to assist in the successful search and

retrieval of animated moving image assets. The outcome of this research was used to assist in the automation of internal workflows used to comply with the Children's Television Act.

To conclude this issue, Michael Moon provides an exciting interview with the Digital Asset Manager of K12 Inc, Henrik de Gyor, on the implementation and daily operations of the Digital Asset Management within the education company. K12 Inc. (NYSE: LRN),

a technology-based education company, is the nation's largest provider of proprietary curriculum and online education programs to students in kindergarten through high school.

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