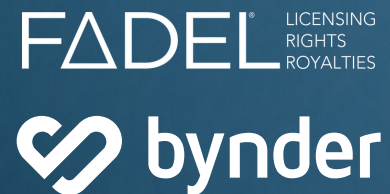


BRAND VISION BY FADEL

DIGITAL RIGHTS MANAGEMENT FOR BYNDER



Brand Vision by FADEL seamlessly integrates with Bynder, offering a robust brand compliance solution that safeguards brand assets, including images, videos, logos, product packaging, marketing content, and ads.

It establishes a unified "rights" source, covering agreements, talent, and assets, empowering marketers with enhanced content velocity and compliance. The integration efficiently identifies and manages content expirations and violations.

Comprehensive Digital Rights Management

Ensure Brand Integrity with Real-Time Rights Visibility and Compliance Management Without Leaving Your Digital Asset Management System

The Brand Vision integration enables marketers and agencies to capture and manage agreements and rights for models, photographers and other rights holders – eliminating the dependency on business affairs and ensuring rights are no longer subject to interpretation. By associating agreement rights with content, users can check digital asset rights in real-time to ensure permissions are cleared for use against contract terms and still in compliance once live.



Capture and Manage Contracts with the Talent Directory

Easily capture and manage agreements and contract terms for models, photographers, and other rights holders – eliminating the dependency on business affairs and ensuring rights are no longer subject to interpretation.



Validate Asset Availability Real Time

Speed up production and protect your brand by searching and clearing available assets based on usage rights around start dates, end dates, territories, and channels.



Easily Maintain Asset Rights

Once contract terms are defined, rights are automatically inherited across all related assets. Contract changes are only made once and immediately recognized across all assets. No more updating of asset metadata!



Track Assets Post-Distribution

Find which of your assets are live across the Internet and social media, and monitor their expirations, brand compliance & usage compliance in order to manage renewals and takedowns.

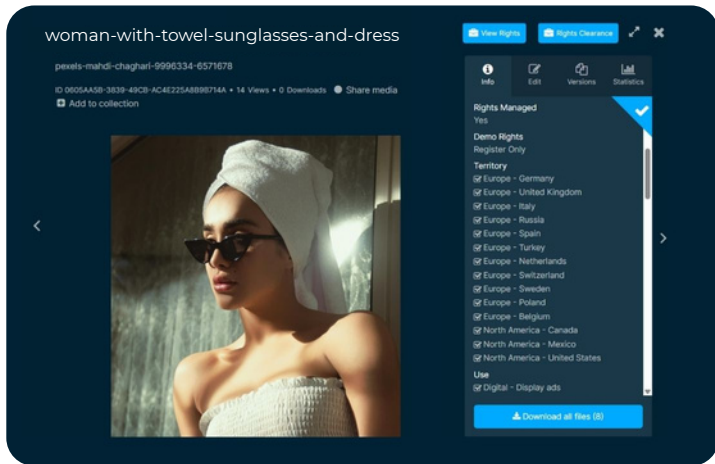


Reporting & Analytics

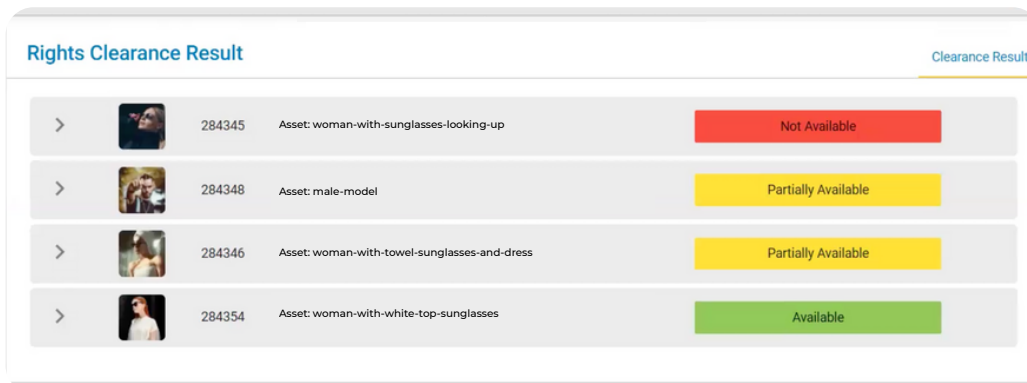
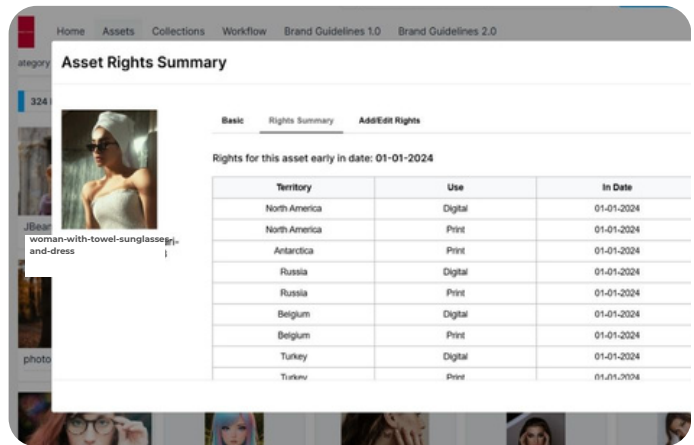
Get smarter use from your assets with analytics and reports, such as Asset Clearance History, Asset Expiration and Usage Violation reports.

BRAND VISION AND BYNDER

Manage rights directly in the DAM; enrich assets with usage rights and agreements



Deliver visibility into asset rights to all DAM users and search for specific territory, channel, and date ranges



Clear assets for campaign use based on usage terms & restrictions



Since implementing Brand Vision, we've significantly streamlined our processes, saving valuable time each month and allowing us to focus on more strategic tasks. The addition of automated expiration reporting has been a game-changer, enhancing efficiency year over year. We're seeing a major improvement in compliance, with fewer legal issues and increased efficiency in asset reuse across global teams. The workflow is smoother, and we anticipate even more gains in time to market as we continue to enhance our rights management and clearance processes.

About Us

FADEL, innovator of rights and royalty management software, has worked with some of the biggest names in media, entertainment, publishing, high-tech and advertising. By automating talent and content rights management across videos, photos, ads, music, products, and brands and streamlining the processing of licensing royalties, FADEL's cloud-based solutions have empowered businesses to significantly maximize revenues and increase process efficiencies. Founded in 2003, FADEL is headquartered in New York City and also operates offices in Los Angeles, London, Paris, and Lebanon. For more information, visit fadel.com.