

BRAND VISION BY FADEL

BRAND COMPLIANCE ACROSS THE CONTENT WORKFLOW

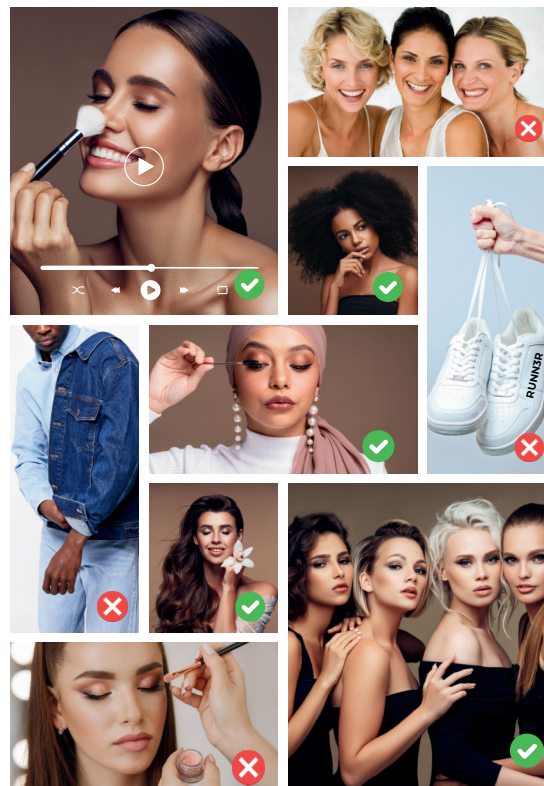
In today's fast-paced, content-driven world, brands are faced with the challenge of managing an overwhelming volume of digital assets, from logos and videos to marketing content and product packaging. As organizations strive to maintain a consistent, recognizable presence across all customer touchpoints, they also contend with complex rights management processes, geographic boundaries, and evolving contract terms. These complexities make ensuring compliance and protecting brand equity more critical than ever.

Brand Vision is an AI-driven brand protection solution designed to accelerate creative production, ensure brand consistency, and provide comprehensive monitoring throughout the entire content lifecycle. Trusted by over 220 global brands, Brand Vision helps organizations maintain brand integrity and prevent costly violations with powerful tracking, compliance tools, and analytics.

Comprehensive Digital Rights Management

Ensure Brand Integrity with Real-Time Rights Visibility and Compliance Management

- **Get At-A-Glance Rights Information:** Simplify creative production by gaining immediate visibility into which assets are cleared for use or should be taken down, reducing manual processes and ensuring compliance across the board.
- **Streamlined Compliance Management:** Manage contracts, talent agreements, and content rights through a centralized platform, minimizing legal disputes and overage fees. With built-in workflow, automate key processes like asset approvals and content renewals – reducing manual effort and increasing team efficiency.
- **Smarter Decision-Making with Analytics:** Leverage powerful analytics to monitor asset expiration, clearance history, and usage violations. This intelligence helps optimize costs and ensures that you're maximizing the value of every asset in your creative inventory.



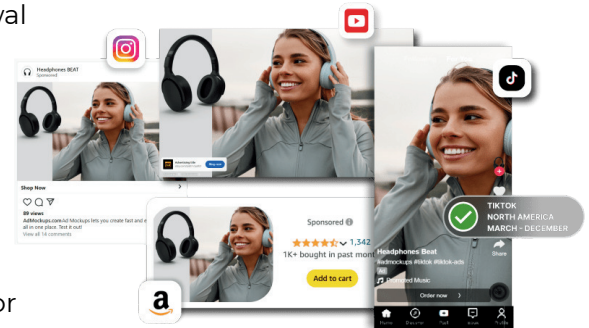
AI-Powered Content Tracking & Protection

Save time and reduce errors: automate your search for expired assets



Content Tracking with AIVA Media Identification continuously scans distribution channels to detect and match licensed images and video flagging non-compliant usage for takedown or renewal before it becomes costly.

- **AI-driven content discovery powered by AIVA** to scale monitoring without additional resources
- **Proactive risk mitigation** to help prevent overage fees, disputes, and costly litigation
- **Reduced legal and financial exposure** from unauthorized or non-compliant usage



AIVA Contract Ingestion: AI consumes contracts in any format and extracts rights and obligations from contracts. The AI does the data entry for you, including parties, deals, and royalty payment terms to support downstream automation for brand compliance and royalty billing.

Integration and Automation

Boost Productivity with Seamless System Integration

Integration with Existing Systems: Seamlessly integrate Brand Vision with any DAM, MAM, CMS, or PIM platforms to ensure continuous compliance from creation to distribution.



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.