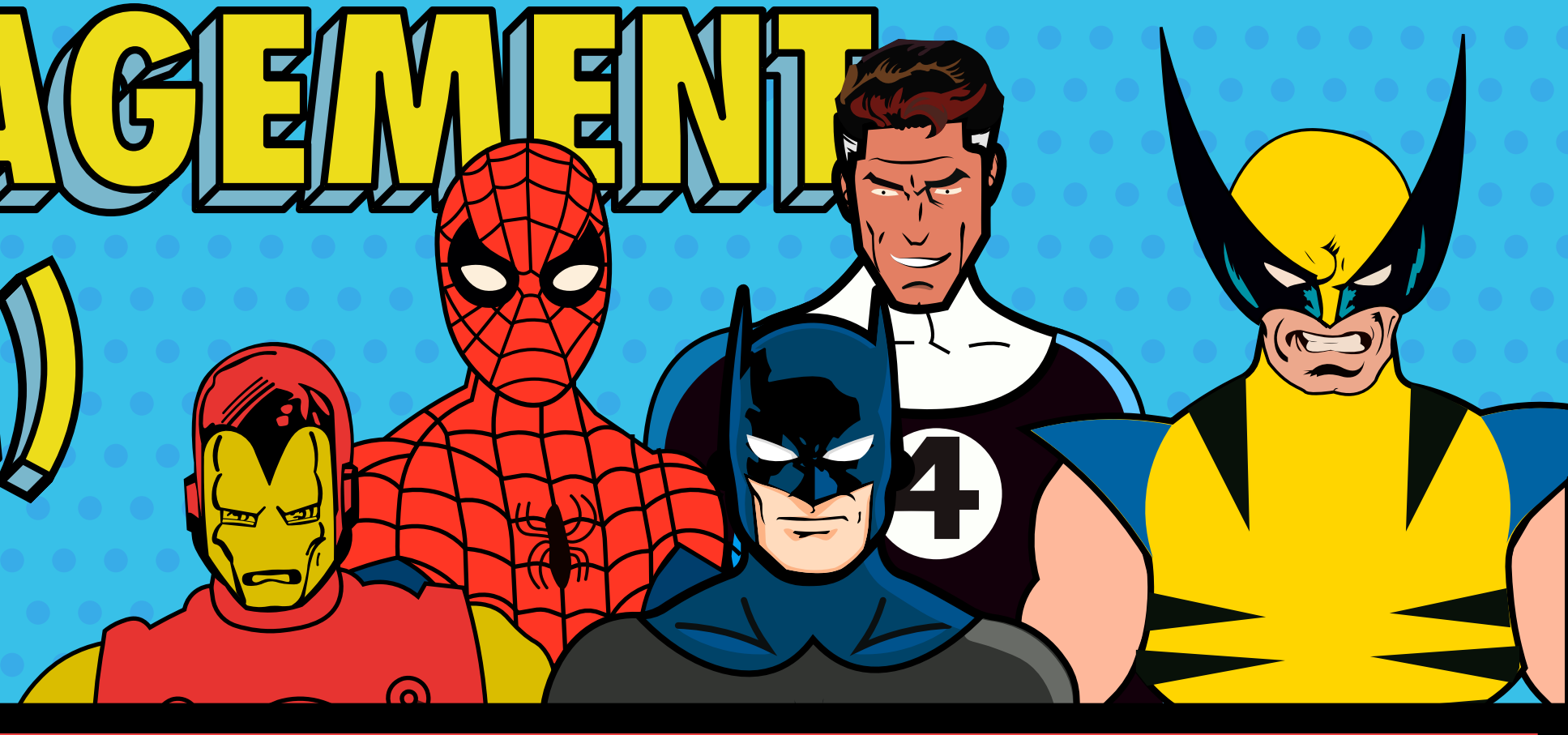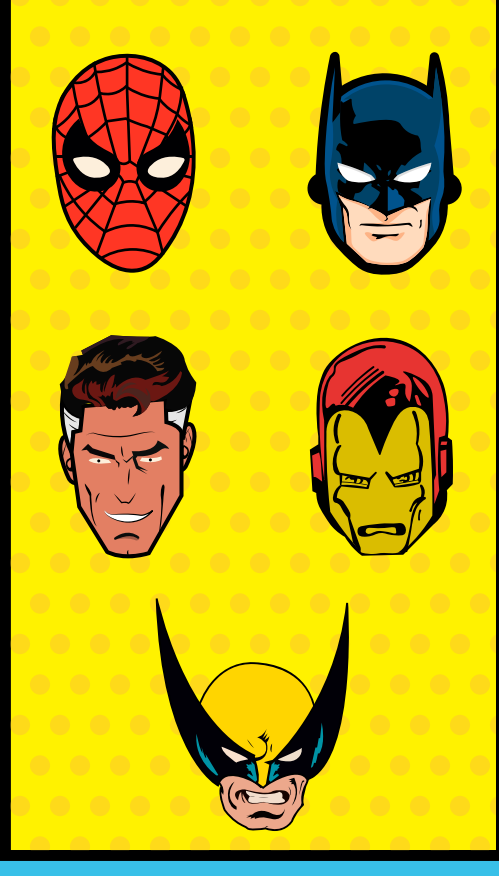**AssetBank**

HOW SUPERHEROES USE DIGITAL ASSET MANAGEMENT (DAM)

We're not trying to say we think the world actually depends on Superheroes to remain good and stable, but you can bet your bottom Disney dollar if Superheroes did exist, they'd be using DAM left, right and centre.

In this quick overview, we're going through some killer examples of how Digital asset management Systems (DAM) can be applied to "every day" challenges. But to make the whole process far less boring, we're doing it in our own special way - with the help of some of the world's most famous good guys. Let's start with:

IRON MAN

Tony Stark doesn't mess about, he has J.A.R.V.I.S his very own AI who almost certainly requires a DAM system to allow Tony effortless access to files, schematics, and all the information he needs immediate access to on a daily basis. J.A.R.V.I.S is so advanced that he's constantly connected to an ever-growing expanse of global data networks.

HERE'S HOW THEIR DAM WOULD LOOK:

- Tony would have every piece of information on each and every Avenger that he could get his shiny iron mits on. Full profiles, images, you name it.

- His design work needs to be in a system that's documented, filed precisely, backed up regularly, and easy to access by Tony and Tony alone.

- They'd have everything on the Ultron programme stored safely and ready to launch. You never know when old ideas can come in handy

J.A.R.V.I.S CAN YOU BRING UP ANY AND ALL INFORMATION ON THEIR ROCKETS TAILING US FOR US?!

IRONY, I'VE DUG THROUGH SOME FILES AND THOSE ROCKETS BELONG TO HAMMER INDUSTRIES

INVINCIBLE IRON MAN VOL 2: DISPLACEMENT
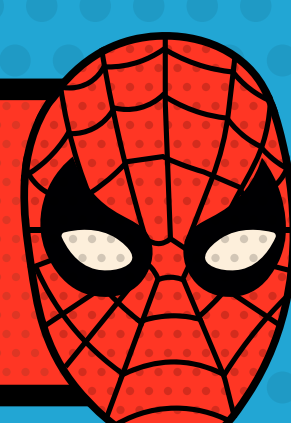
BATMAN

Ever asked yourself how Batman manages to find himself in exactly the right place at the right time? It's not because of flimsy flashlight pointed at the sky. It's because he's packing one of the world's most powerful supercomputers one stairlift ride away from his bedroom. If you're gonna run a world-class supercomputer capable of connecting to every network in Gotham, you're going to need a DAM System to store and manage all that data.

HERE'S HOW THEIR DAM WOULD LOOK:

- Wayne needs a database crammed with files on villains, hideouts, and emerging hotels to buy.

- The Bat needs a place to store his endless stream of belt device designs, high view selfies, and import paperwork.

- He needs to keep a mountain of bio files on current Justice League members as well as potential candidates, Arkham Asylum escapees, and Wayne Enterprise employees.

THANKS TO THE SCHEMATICS ON THE BAT-COMPUTER I NOW KNOW EXACTLY WHAT THE JOKER'S HIDEOUT LOOKS LIKE!

BATMAN VOL. 4: THE WAR OF JOKES

SPIDERMAN

Spiderman may not yet have his own supercomputer, but his school sure has a huge collection of computers that he can jump on whenever needed. DAM systems allow for thousands of files to be uploaded from multiple sources, from images and key admin files to course materials. When you're fighting crime as soon as you leave the classroom, you don't get much time for long-winded coursework.

HERE'S HOW THEIR DAM WOULD LOOK:

- Peter needs to access vital files at a moments notice. With all of his assignments and photos ready at the push of a button.

- His tech didn't just happen. He's been drawing prints, reworking and replanning every device he relies on for years. This information needs to be stored somewhere.

- Every time he comes up against a new challenge, he needs a new web-based gadget. This means new files, more space, and no time for delays.

IF ONLY I HAD A PERSONAL D.A.M. SYSTEM LIKE THE ONE I USE FOR COURSEWORK... THEN I'D ACTUALLY KNOW WHAT THIS HIDEOUT LOOKED LIKE

THE AMAZING SPIDER-MAN - BRAND NEW DAY

X-MEN

Who in their right mind would have a machine like Cerebro in the house and not think about building a solid database of mutants worth reaching out to? Dr.X definitely has a DAM system and he uses it to pull off some pretty swanky moves.

HERE'S HOW THEIR DAM WOULD LOOK:

- Information on every mutant Cerebro has ever connected with, which is A LOT!

- You can't just recruit everyone, so you need a system. Whether it's mutants suffering the worst conditions, or mutants with clear criminal records - they all need to be ordered.

- Age, power type, and location aren't enough. They need images, history, known associates, and psychoanalysis for every entry.

HOW DOES DR. X EXPECT US TO REMEMBER WHERE ALL THESE MUTANTS ARE?

WE CAN'T REMEMBER ALL THESE MUTANTS! HOW WILL WE KEEP TRACK OF THEM?

ADDING THESE PHOTOS TO OUR D.A.M SYSTEM COULD HELP IN IDENTIFYING NEW MUTANTS AND ALLOW US TO KNOW WHERE THEY ARE!

ASTONISHING X-MEN SAGA

MR. FANTASTIC

Dr. Richards is a genius, engineer, electronics expert, physician, biologist and DC enthusiast. He uses DAM System to ensure every bit of data from every experiment is safely stored and his growing list of potential villains is always accessible.

HERE'S HOW THEIR DAM WOULD LOOK:

- He'd need detailed bios on all Fantastic Four members including a wealth of bios on every bad guy in the city.

- The profile on Dr. Doom would need to be especially comprehensive.

- You don't have a chance at science without data. All his tests, experiments and invention would be housed and organised within his DAM.

MR. DOOM, OR WHO'S THAT HEROES AND WHO'VE THE NEW OUTER FOR ALL TIME AND FOR THE GUTS? SO EASIER...

IT'S GREAT THAT I HAVE THIS SYSTEM AND THE BLUEPRINTS FOR THE SUITS!

I THOUGHT WE'D LOST THEM FOR SURE WHEN YOUR LAB WAS DESTROYED!

FANTASTIC FOUR (1998) #511