



KELLY
SLATER
WAVE
COMPANY

ThirdLight

Cutting-edge wave tech sensation streamlines media management with Chorus

Kelly Slater Wave Company (KSWC) is the first company in the world to develop a formula that combines cutting edge science, engineering and design to create the longest, open-barrel, high-performance wave in existence. The wave system can mimic the power, speed and experience found in the best ocean waves. As envisioned by 11-time world champion Kelly Slater, KSWC was created to evolve the sport of surfing by making it more accessible. In 2016, WSL Holdings, the parent company of the World Surf League (WSL), acquired a majority stake in KSWC, and together they're aiming to create a global network of world-class, high-performance training centers where top athletes can perfect their talent using the wave technology.

KSWC technology creates an opportunity for surfers to practice and develop their performance in a repeating environment, with unprecedented opportunities for surrounding camera and sensor arrays providing immediate and perfectly accurate feedback on their progress. Add to that an ever-increasing library of action-packed promotional videos, audio and imagery, it's no surprise that Doug Clark, Technical Writer at WSL Waveco, started the search for an effective digital media library to manage all their assets.



THE CHALLENGE

DIGITAL ASSETS STORED ACROSS VARIOUS PLATFORMS

The KSWC team were experiencing a very common problem, where assets were stored across various platforms, and not labelled with an organised metadata system, so that trying to search for and find a particular asset was almost impossible.

Doug explains:

“With thousands of images and documents scattered across different platforms, storage drives and PCs, finding the right asset at the right time was near impossible. We desperately needed a clean and easy to use, online, digital asset management (DAM) system. We’d used another online DAM before, but it was expensive, and it didn’t really suit our needs.”

Doug continues:

“Chorus was crisp, clean, intuitive, and absolutely easy to use. Pricing was very favorable and the support staff’s knowledge and ability to explain the functionality made the choice easy.”

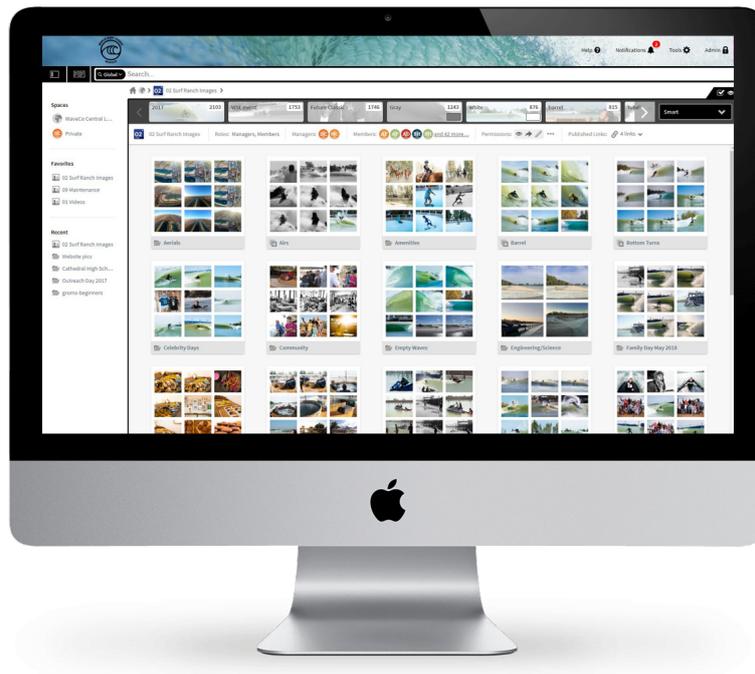
Chorus is Third Light’s latest, state-of-the-art digital media library. Now in place, as a centralized platform to collaborate and manage their digital files, any one of the team members looking for images and videos or documents can easily access the

system and find what they're looking for, regardless of where they are. KSWC has a very mobile workforce with employees that are always on the go, so being able to access Chorus from anywhere in the world makes it easy for them to get what they need when they need it, without worrying about needing any extra help.

THE SOLUTION

POWERFUL SEARCH FEATURES

Chorus also has some extremely sophisticated metadata functions. For users, this makes it very easy to tag assets with appropriate keywords and captions, and then to find and retrieve assets at a later date.



THE BENEFITS

Doug continues:

“ *The search features are amazing and almost find the assets for you without much effort. Having a centralized location for our assets has also streamlined searches and reduced the confusion about who's in charge of the libraries.*

Doug adds:

“Chorus is easy to use. The features make using it enjoyable. The functionality is great because it always works. Searches, metadata, classifications, and ease of access for everyone, even those who don't have profiles or logins. Chorus makes sharing almost

too simple. Smart Collections is probably one of the best features – a continuous search that always updates, and you practically don't have to do anything after the initial set up - brilliant.”

Smart Collections - good to know

Smart Collections are dynamic and provide a way to save the results of a keyword search. If, for example, you create a Smart Collection with the results of a search using the keyword 'open-barrel' it will show all the assets that have been tagged with that keyword. If you then upload an image to a new folder and tag the image with 'open-barrel' it will automatically appear in your Smart Collection too. The contents of a Smart Collection are refreshed each time it's opened with files that match the search query stored in its settings. Individual files can appear in multiple Smart Collections but physically exist only once in your media library.

At Third Light we understand that investing in a new digital media library is a big step and customers that have had a bad experience before need to be confident they're making the right decision. We work closely with our customers throughout their system setup, ensuring they have the right level of support and that their system is configured to best suit their business needs.

Doug concludes:

“Everyone at Third Light is knowledgeable about the product, plus they are energetic and excited to help. They answer questions quickly and the support team is ready with an answer almost immediately.”



Third Light is a next-generation digital media library that empowers brands and organisations worldwide to manage all media files in one place. Powerful, intuitive and secure, Third Light has been designed with simplicity at the very heart of its functionality, using the latest technology for teams to organise, tag, find, share, edit and download all digital files quickly, easily and securely.

Over 500 customers worldwide, including NATO, BAFTA, The Met Office and AS Roma use Third Light to help them manage, store, share and distribute digital files more effectively. Visit www.thirdlight.com/trial for a 30-day free trial or just ask@thirdlight.com to request a demo.



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