Third Light transforms digital media management for Scouts

Scouting is a global educational youth movement, with a membership of over 28 million, across 216 countries.

The home of Scouting is in the UK, where Third Light's media management software is used to store, manage and deliver photography that promotes and explains The Scout Association's goals and values. In its centenary year, Scouting relied on Third Light's software as media interest intensified in the run up to the 21st World Jamboree.

ONLINE SECURE STORAGE

The Scouts' Third Light solution is a professionally managed cloud service, hosted by Third Light and connected to a high-speed internet connection in London. As well as ensuring physical security of the system, this means that the media library can be accessed remotely using the internet. Staff can reach the library from the headquarters at Gilwell Park, or volunteers working with the media team can log in from external locations.

Chris James, Head of Corporate Communications at The Scouts association says :

> *Third Light delivers a flexible, reliable and adaptable system that has transformed the way we use and manage our images, encouraging user generated content and ensuring ease of use both at the admin and user ends. Quite simply, they've helped us 'be prepared!'*

KEYWORDING AND SMART FOLDERS

Using keywords to tag files is a fundamental process needed to manage a large library. With tens of thousands of images, PDFs and videos online, The Scout Association can use Third Light's powerful search engine to find images quickly and reliably. Searches can also be converted into Smart Folders, an innovative tool that reduces duplication and revolutionises the way pictures are browsed. The Third Light library also offers natural language search technology, and supports IPTC and Adobe XMP metadata as standard. It also imports camera data.

WATERMARKING AND SECURITY

Access to The Scout Association Media Library is protected using encryption, secure passworded accounts, and sophisticated firewalls. Inside the library, assets can be displayed as a series of automatically generated thumbnails for ease of navigation, while the software protects the original source data and adds visible watermarks using the Scouts logo if the preview images are being viewed by an external company. For greatest flexibility, security settings are configurable per user.

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ASSET TRACKING AND TAGGING

Third Light's media library includes a system called 'History Notes', which allows images to be annotated with information such as the purpose of a download, or previous publication dates. In an environment like The Scout Association's marketing department, these records help eliminate duplication and leave a valuable, detailed history of the way photographs have been used.

MULTI-FORMAT DOWNLOADS

High-resolution files such as TIFFs, or JPEG data from cameras can all be stored in the library. Instead of requiring multiple copies to the uploaded for different end uses, the Third Light platform uses space efficiently and resizes or converts graphics files when required, at the point of download. A simple and informative guide to resolutions and file formats is provided to help users decide what choice to make, and the Third Light system transparently takes care of colour profiles, compression and technical differences between Macs and PCs.

A MEDIA LIBRARY FOR THE 21ST WORLD SCOUT JAMBOREE

In order to help the Scout Association manage the media and public interest surrounding its centenary year, Third Light donated additional equipment and support for the World Scout Jamboree at Hylands Park. A Third Light Appliance was provided for the duration of the event, and run on site as part of the Media Centre. The system was used to help the media team to securely store and share photo assets against tight deadlines using the on-site network, and collect incoming materials from photographers or volunteers using secure online forms and a photo desk. Throughout the Jamboree, the software allowed the Scout's media team to store photo and video content on site, with help on hand from Third Light's own volunteer IT staff to ensure a smooth result and provide support.

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