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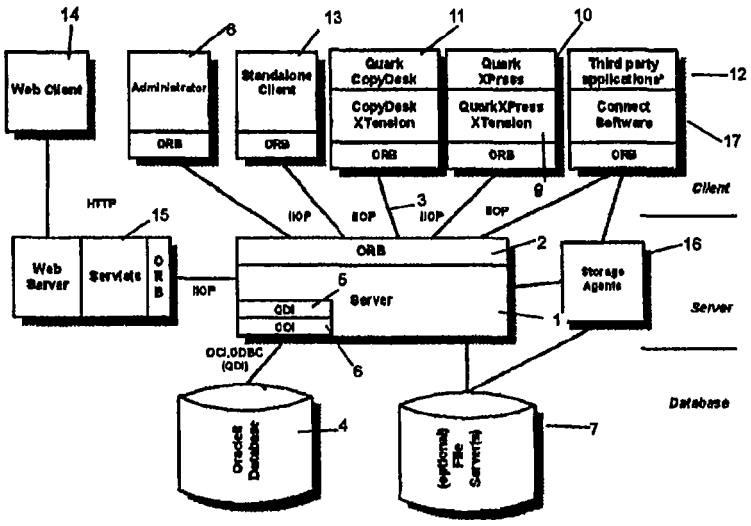
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(54) Title: DIGITAL MEDIA ASSET MANAGEMENT SYSTEM AND PROCESS




(57) Abstract

An application (17) for managing digital assets regardless of type or format. The application allows assets to be checked-in, either on an individual asset basis or on a group basis, and check-out. Information regarding assets is stored in a database (4) to enable searching for the assets without searching the assets themselves. The user is provided features for organizing assets retrieved in accordance with supplied criteria and for performing actions on assets in a batch mode. Digital assets are retrieved from the storage servers (1) by queries. The query results are displayed in a user-customizable Query Palette. User Views are provided to group references or icons representing selected assets to organize the references to the assets without affecting the organization of the assets themselves. Methods and processes are applied to optimize asset management across a distributed architecture by monitoring and balancing the load and usage of the server and the storage entities (16).

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