Digital Asset Management (DAM) Training for VIP

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1WorldSync Fast Track

Kroger's recommended Fast Track option will expedite the VIP process, ensuring you meet Kroger's requirements the first time.

Image Capturing

1WorldSync captures images of your products, meeting Kroger's image requirements as well as the requirements of other retailers, even those looking to **enable 360° imagery.** You retain ownership of these images.

Image Hosting

Images are hosted on your behalf, enabling electronic delivery to Kroger (and other retailers with 1WorldSync data pool membership).

Information Loading

1WorldSync quickly formats, loads, and delivers your product information, including images, saving you time and effort.

Image rotates
in product preview

Need Assistance? **Kroger's recommended *Fast Track* option** will expedite the VIP process, ensuring you meet Kroger's requirements the first time.

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Digital Asset Management Overview

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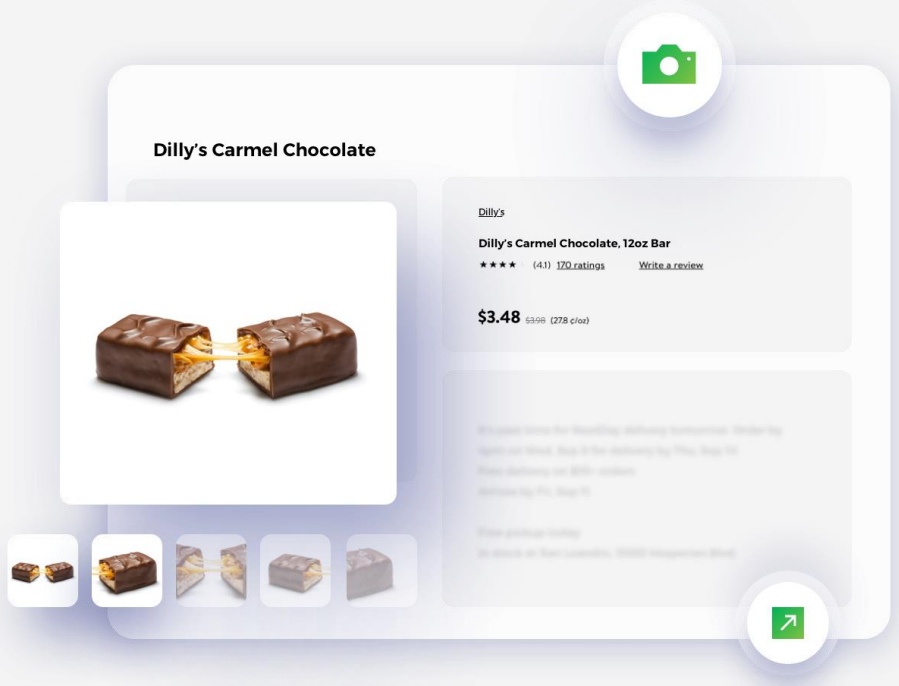
Digital Asset Management Features

Kroger Suppliers

- Manage all digital assets in VIP with your other product information
- Associate product images with your sellable items
- Send images to Kroger that meet Kroger's image requirements
- VIP will host your images for no additional cost if you are a current VIP subscriber



Kroger

- Receive accurate, up-to-date images assigned in conjunction with product data

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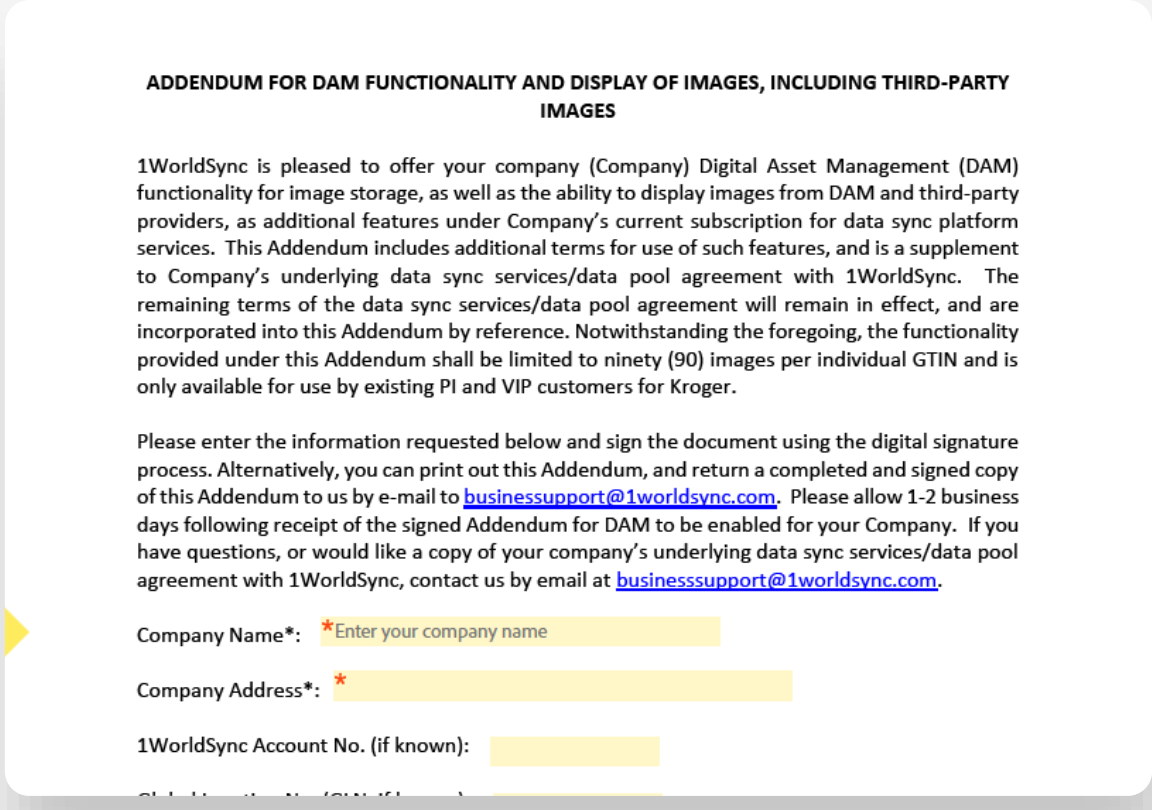
Enabling Digital Asset Management

To add DAM to VIP, you can sign the **Addendum for DAM** located on the Kroger landing page on 1worldsync.com.

Completing the DAM Addendum

- Once the addendum is signed, it will automatically be sent to 1WorldSync for processing
  - You can also download a copy of the form
- DAM enablement takes 2-3 business days
- Item Management suppliers who complete the addendum will also be able to add digital assets in IM



ADDENDUM FOR DAM FUNCTIONALITY AND DISPLAY OF IMAGES, INCLUDING THIRD-PARTY IMAGES

1WorldSync is pleased to offer your company (Company) Digital Asset Management (DAM) functionality for image storage, as well as the ability to display images from DAM and third-party providers, as additional features under Company's current subscription for data sync platform services. This Addendum includes additional terms for use of such features, and is a supplement to Company's underlying data sync services/data pool agreement with 1WorldSync. The remaining terms of the data sync services/data pool agreement will remain in effect, and are incorporated into this Addendum by reference. Notwithstanding the foregoing, the functionality provided under this Addendum shall be limited to ninety (90) images per individual GTIN and is only available for use by existing PI and VIP customers for Kroger.

Please enter the information requested below and sign the document using the digital signature process. Alternatively, you can print out this Addendum, and return a completed and signed copy of this Addendum to us by e-mail to businessupport@1worldsync.com. Please allow 1-2 business days following receipt of the signed Addendum for DAM to be enabled for your Company. If you have questions, or would like a copy of your company's underlying data sync services/data pool agreement with 1WorldSync, contact us by email at businesssupport@1worldsync.com.

Company Name*: *Enter your company name

Company Address*: *

1WorldSync Account No. (if known):

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Using Digital Asset Management in VIP

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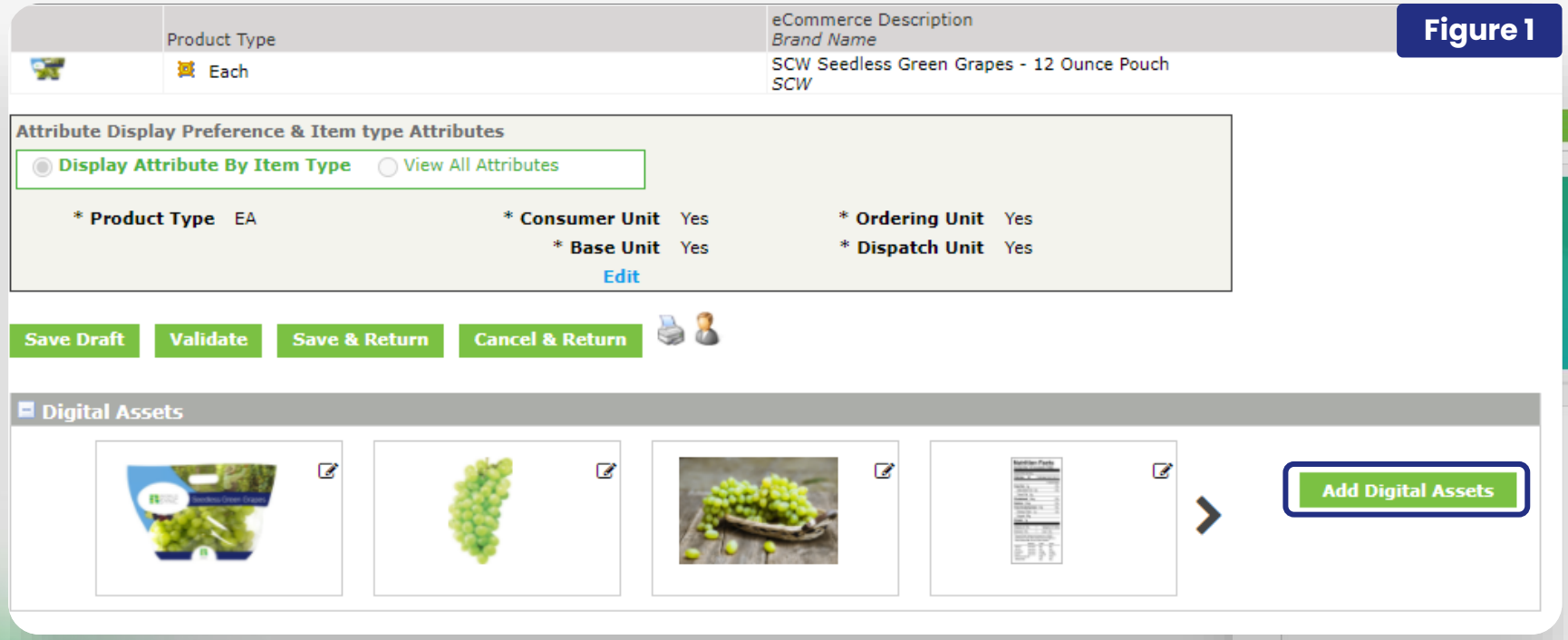
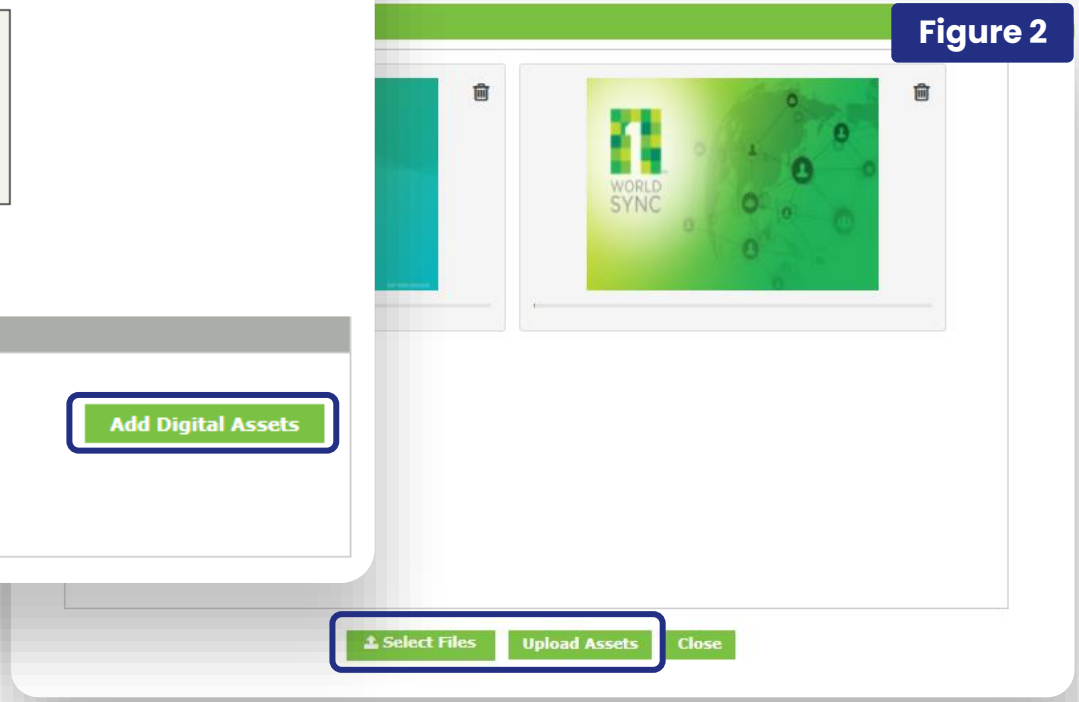
Adding Digital Assets

To add digital assets in VIP, click ***Add Digital Assets*** on the item page (*Figure 1*). Once selected, you will be shown a pop-up window (*Figure 2*). Here you can click ***Select Files*** to navigate to the file on your local computer. Uploading the file begins once ***Upload Assets*** has been selected.





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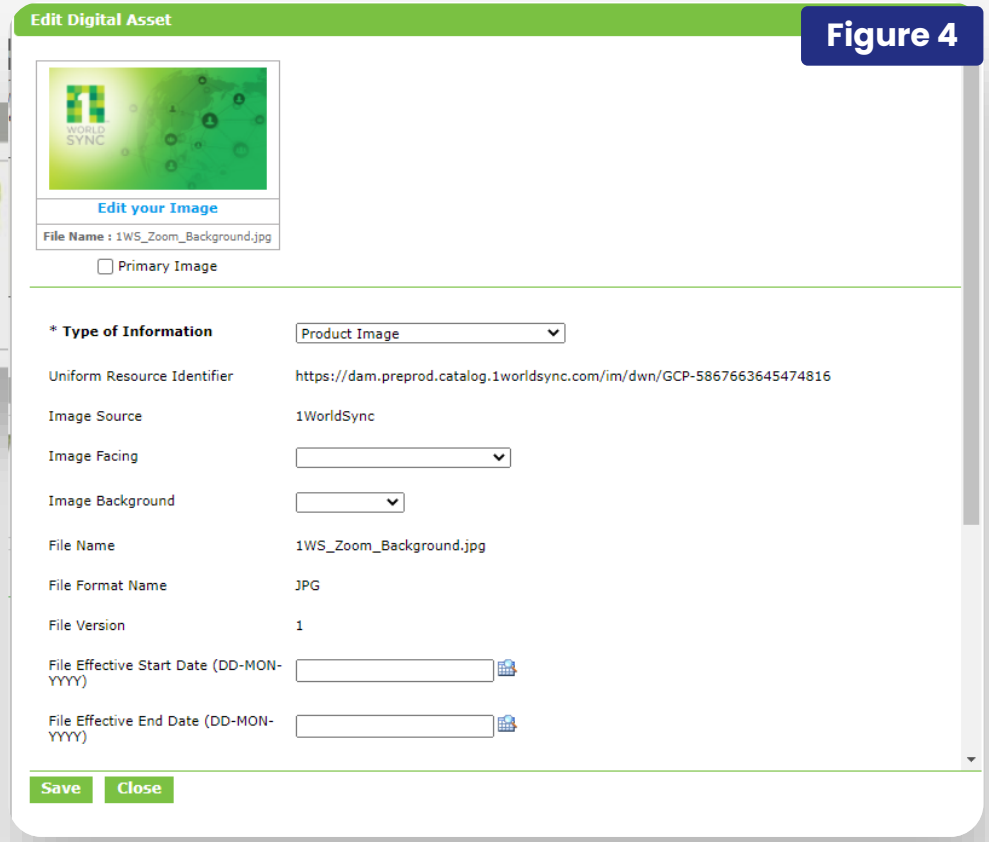
Editing/Removing Digital Assets

Digital assets added in VIP can be **edited and/or removed** by clicking the icons in *Figure 3*. Digital asset attributes will then be displayed in the pop-up window as shown in *Figure 4*. If you publish digital assets through GDSN, you will **not have the option to delete them in VIP**. This must be done in GDSN.

Figure 3

Figure 4



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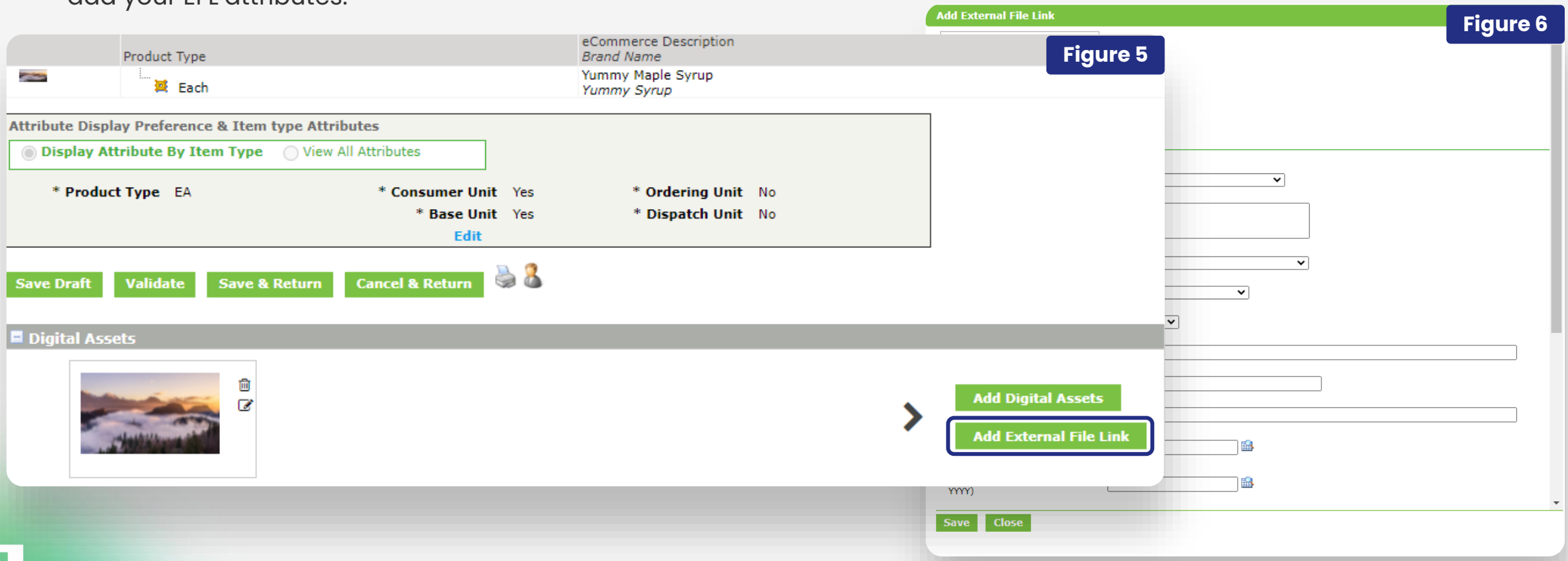
Adding External File Links

Non-GDSN suppliers can add external file links (EFLs) to VIP. To add EFLs, click ***Add External File Link*** on the item page (*Figure 5*). Once selected, a pop-up window will appear (*Figure 6*) allowing you to add your EFL attributes.



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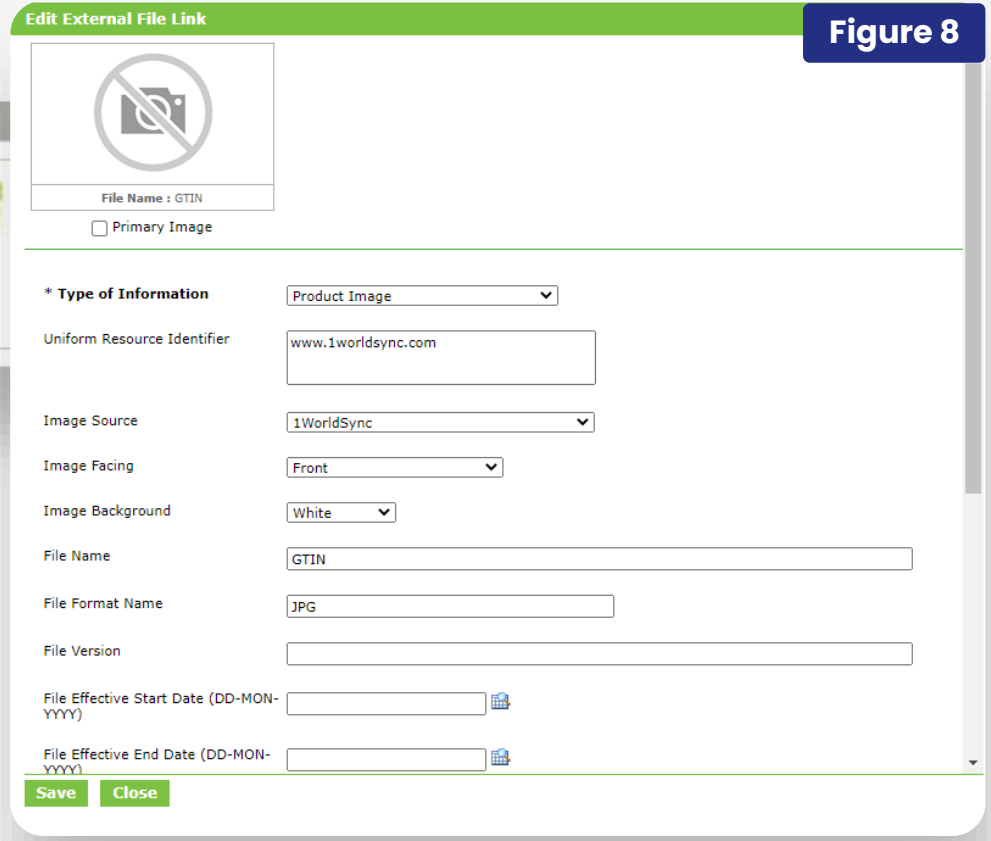
Editing/Removing External File Links

External file links added in VIP can be **edited and/or removed** by clicking the icons in *Figure 7*. External file link attributes will then be displayed in the pop-up window as shown in *Figure 8*. If you publish EFLs through GDSN, you will **not have the option to delete them in VIP**. This must be done in GDSN.

Figure 7

Figure 8



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Digital Asset Management Requirements for VIP

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Digital Asset Requirements

DAM allows for a **maximum of 20 digital assets** to be included for each item in your hierarchy. In addition, Kroger also has requirements for images that can be found **here** and they are also outlined below.

Kroger Product Image Requirements

- 1,000 pixel minimum in one direction
- 300 DPI (Resolution)
- RGB Color Mode
- White or Transparent Background
- File type must be .jpg or .png
- File name must include UPC (GTIN-13 format is preferred)
  - Example: 0005172100228.jpg
- Multiple views can be designated using dashes or similar naming
  - Example: 0005172100228-1.jpg
  - Example: 0005172100228-front.jpg
- Images must meet style guidelines
- Product only shots
- No lifestyle shots
- Single product in one image
- GS1 standard preferred
- Multiple angles preferred, especially pertaining to nutrition facts and ingredients

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Contact Information

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Contact Information

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Thank You!

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