



GRIDIRON®  
**FLOW™**



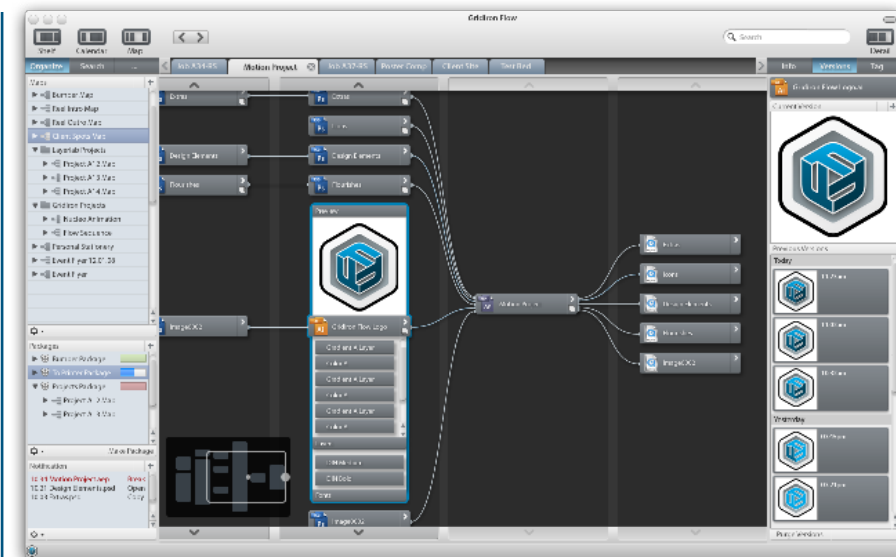
## Gridiron Flow

From Idea to End Result

Flow is a revolutionary approach to digital content management that dramatically simplifies the design process for creative professionals working on graphic design, web and video projects. Flow automatically tracks your work from idea to end result and manages your assets and applications for your most complex projects -- all without changing the way you work. Quickly check your workflow, find and edit your asset and project files, and reliably deliver your projects to your printer, your client or into your archival system for safe keeping.

### Key Features:

- Workflow Maps
- Workflow Calendar
- Real-Time Asset Tracking
- Visual Versions
- Project Packages
- Project Reports
- Tags & Annotations



As you build up your project, our Real-Time Asset Tracking System automatically tracks your workflow and maintains the relationships between your pictures, movies, sound-clips, fonts, plugins, and color swatches on all your local, network and removable storage devices. By understanding the file formats for all popular creative professional applications and tracking all Import/Export, Save/Save As and Copy/Paste actions on both Mac OS X and Windows, Flow can show you how your files are related regardless of where they are stored.

**GPS for the Creative Pro.** Flow automatically draws Workflow Maps for all of your projects using our Real-Time Asset Tracking technology. A Workflow Map shows the files used in your creative process and how they are connected to one another. Workflow Maps display all related application project files, media assets and internal structures like compositions and layers. Select any file in the Workflow Map to see fonts, color swatches, application plug-ins and more.

Flow also maintains a Calendar that displays what you worked on, when and for how long. The Workflow Calendar makes it easy to find files that you worked on last week, last month, even last year. Select any file in the Workflow Calendar to see a high resolution thumbnail, any related tags and annotations. Jump to its Workflow Map to see what its used in and what files it uses in its workflow.

Easy to use search tools deliver powerful, contextual results for creative professionals. Search for internal file details such as layer names, plugins, fonts, or colors, and get immediate insight into how and where those elements are used in your workflow. Find out which assets are used in which projects and how much time was spent creating a given asset or project. Export this information to Microsoft Office or Apple iWork to create custom Project Reports for clients or for billing purposes.

**Share, Ship, Archive.** Use Flow to capture a point in time snapshot of your project to share with a colleague, ship to a client or archive for safe keeping. Since Flow tracks everything that went into your project, your media files, fonts, color swatches, even the apps and plugins you used, you can easily make a Project Package that contains everything needed to hand off or archive your project. Project Packages include a Workflow Map showing how everything fits together so that when you send the project to your printer, client or colleague or when you burn the final project to disk everything needed to hand it off to a colleague, for final delivery to a printer or a client or to reconstruct it later will be there.

**Unlimited Undo.** Flow maintains saved versions of your media and project files including thumbnails and metadata. As your project evolves Flow makes it easy to find and revert to a previously saved version. With Visual Versions you simply click on the thumbnail of the version you want and Flow will exchange it for the current version in your file system. Flow can highlight how the change impacts your project, showing you related files that need to be updated and movies that need to be re-rendered. Visual Versions are available on local, network and removable media with user-configurable settings to control the number of versions retained and amount of storage used.

**Make your mark.** Add your own tags and notes to assets or projects. Create reminders and add your own search terms. Add support for your business processes and highlight areas on your Workflow Maps with metadata indicating type and state such as "Review" and "Accepted". Supports custom tags and metadata standards including DICOM, EXIF, IPTC, and XMP.



6 Antares Drive, Phase 2, Suite 103  
Ottawa, ON K2E 8A9 Canada  
Office: 613-226-9445 Fax: 613-226-5299  
[www.gridironsoftware.com](http://www.gridironsoftware.com)

GridIron Software is a leading provider of workflow solutions for creative professionals. We build powerful tools that enhance the creative process by eliminating the drudgery that creative professionals associate with design, video and web workflows.

For more information visit: [www.gridironsoftware.com](http://www.gridironsoftware.com).