



Press Release

Oscar & Associates becomes certified reseller of Libris digital asset management (DAM) software

Chicago, IL, July 10, 2016 -- Oscar & Associates (OA) a leading provider of photography and video production to major trade shows, associations, exhibition designers and builders has entered into a partnership with Libris by Photoshelter to resell the Libris digital asset management (DAM) tool. This partnership will enable OA to provide clients with the industry's most reliable, high performance tools for managing photo and video assets.

"Libris is a product that really complements our existing services and will be a major benefit to our clients," says OA President David Hofflich. "Our clients need the ability to house images and video assets in a central location, make assets accessible across a multitude of internal departments, and share selected assets with external partners such as ad agencies and PR firms. We are thrilled to add Libris to our list of services and offer this premium and robust visual asset management tool to our clients. With Libris, we can help our clients maximize assets, control branding and reduce redundancies across their team."

"Partnering with Oscar & Associates is the perfect alliance for Libris," says Andrew Fingerman, CEO of Libris parent company PhotoShelter. "We have been very patient and careful to partner with the right reseller who shares our commitment to high quality client service and visual storytelling. Libris is heavily embraced among brands in higher education, travel and tourism, and professional sports and OA's deep client base in the trade show and association world is a natural fit for us. Oscar's clients will love Libris and the added value that OA brings with it."

With OA providing photography or video production to over 175 trade shows and conferences annually in addition to capturing marketing assets for the largest exhibit houses that design and display at these events, adding DAM services by Libris was a natural addition to the company's products and services. By offering a cloud-based visual asset management product, OA is evolving into a solution-based partner for all things visual from concept and planning to producing the content and, now with Libris, providing ease of access and maximum usability of the content.



“At a tradeshow or conference, the OA team is producing thousands of photos and capturing video B Roll, testimonials or conducting interviews,” said Hofflich. “At a moment when our clients are using their visual assets to engage their audience and event attendees, make sales and generate sponsorships, and connect with the crowd via social media, the management of these visual assets is a vital responsibility. This is why so many of our clients have been seeking a DAM solution like Libris.”

In partnership with Libris, OA has secured discounted subscription rates and custom services not available to the general market for their clients to benefit from. “The majority of DAM subscriptions start in the five figures or have very limited storage capacity”, says Hofflich. “Libris offers a robust and business-focused package of features at the most attractive price point in the market. We have secured an entry-level package with 1 TB of storage for under \$2500, plus affordable mid-level and enterprise size solutions with attractive bulk pricing for unlimited seats and storage. Libris offers our clients so much more in terms of specialized visual asset management tools than Dropbox or other simple, generic file sharing services.”

A Libris subscription is not exclusive to content that OA produces; rather it is an open resource to house all of a company’s visual assets. “We realize that some of our clients have other providers that produce content for them, plus historic visual assets that need to be accessible, and Libris is open to any visual file that needs to be stored, searchable and accessible to key team members,” says Hofflich.

Contact OA for a free visual asset management evaluation and see how Libris by PhotoShelter can streamline your organization’s workflow.

About Oscar & Associates (OA)- Oscar & Associates has been providing photographic and video coverage to Trade Shows, Conferences and Corporate Events for over 60 years. OA provides coverage to over 175 events annually and delivered over 600,000 images and 100 videos in 2015. Located in Chicago OA covers the country with a seasoned and talented team of photographers, videographers and project managers. For more information please visit www.oscarandassociates.com/libris or call 800-638-0056.

About Libris - Libris enables organizations to tell their visual stories, offering a simple and powerful digital asset management platform for visual content. With 11 years in the cloud and over 300 million assets managed, our cutting-edge software helps hundreds of top universities; pro sports teams; travel brands and organizations of all sizes easily organize, collaborate, and share their photos and videos. It’s a powerful media library that will centralize your assets and change the way you communicate visually.