



SOUTH AFRICAN TOURISM

User Guide to the Global Digital Asset Library

Dear User,

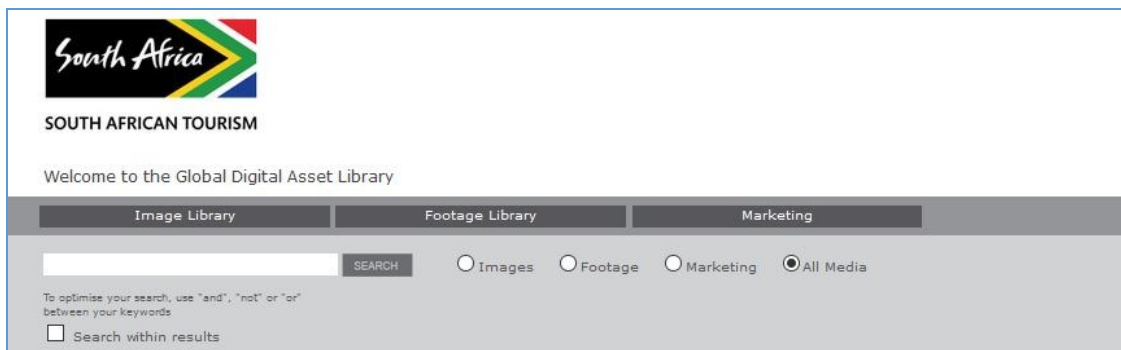
South African Tourism has selected the most evocative and powerful images, TVC's, AV content and Marketing assets, all available online at digitalassets.southafrica.net. The constantly expanding collection has been carefully edited, ready to use for marketing South Africa.

You can download any of the assets directly off the site in either medium or high resolution

How to use the South African Tourism Global Digital Asset Library

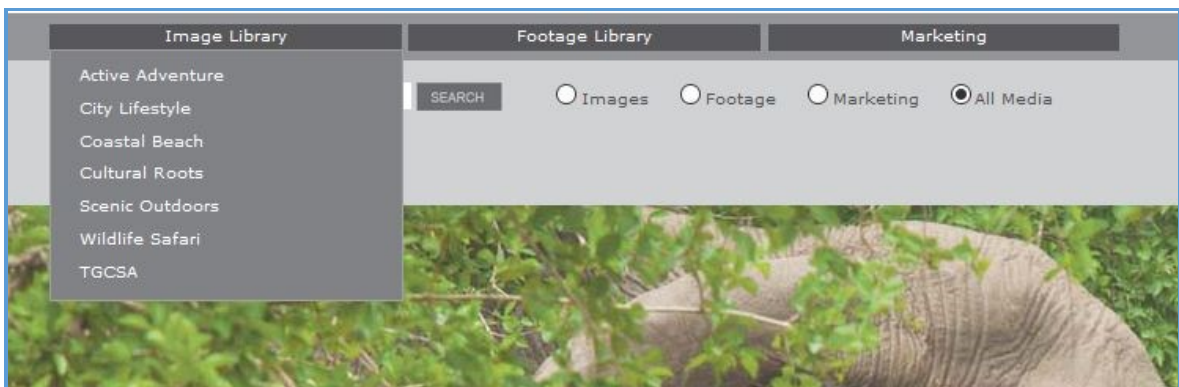
Step 1. Asset Search

Important note: When you arrive on the homepage of the library, it is set to search 'all media' by default. You can change it to 'Images', 'Footage' or 'Marketing'.

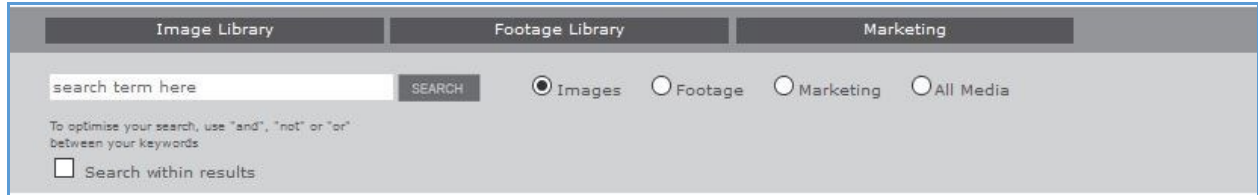


In the 'Image', 'Footage' and 'Marketing' categories there are several ways to search:

- A. Place the cursor on the 'Image Library'- a drop-down menu will give you a list from which to choose. Click on any of these options to bring up search results.



- B. Search directly in the search box by entering a search term such as 'Western Cape'. Once you have a set of results, you can further refine your search by using the 'Search within results' checkbox under the search box and then entering the specific term such as 'Cape Town' or 'couple'

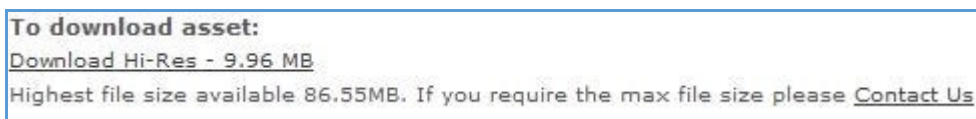


Step 2. How to download the Image

- A. By clicking on the 'Jpeg' icon directly underneath the thumbnail.

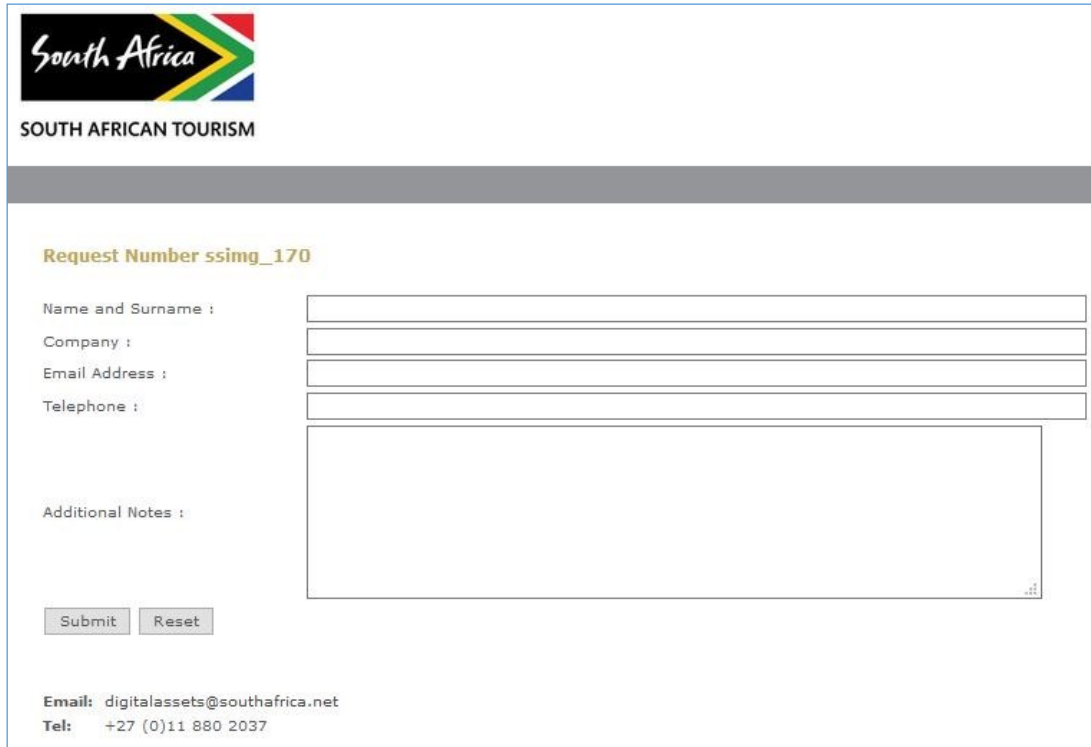


- B. Preview page. Directly under the preview asset, you can download the image by clicking on download Hi-Res link.



2.3 Requesting the highest file size available

Should you wish to acquire the highest file size, you can click on 'Contact Us' and you will be prompted to enter your details in the Request form. The order number of the asset you require will automatically filter through to the Request form



South Africa
SOUTH AFRICAN TOURISM

Request Number ssing_170

Name and Surname :

Company :

Email Address :

Telephone :

Additional Notes :

Email: digitalassets@southafrica.net
Tel: +27 (0)11 880 2037

All fields are mandatory, once you clicked on the 'Submit' button, a consultant will get back to you.

Step 3. Footage search

3.1 How to searching for footage.

A. The footage search follows the same process as the image library search. Only now you select 'Footage' and enter your search term in the search box

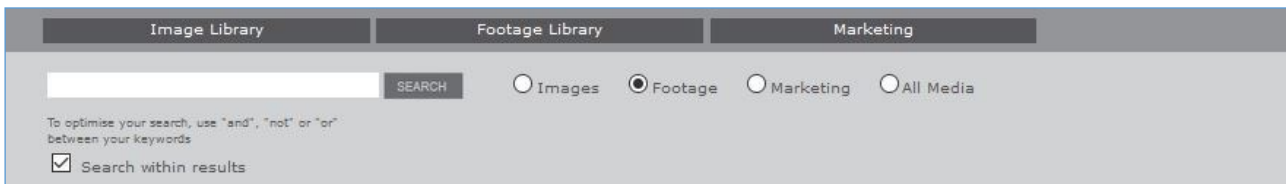


Image Library Footage Library Marketing

 Images Footage Marketing All Media

To optimise your search, use "and", "not" or "or" between your keywords

Search within results

B. Alternatively, use the drop-down filters on the 'Footage Library' search, which will give you list from which to choose. By clicking on the + sign you can expand the list to show further sub-categories. Click on any of these options to bring up search results.

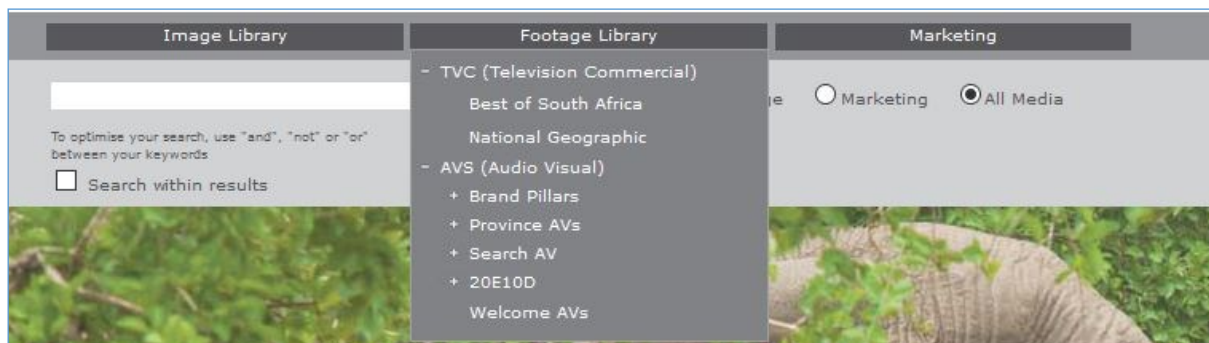


Image Library Footage Library Marketing

 Images Footage Marketing All Media

To optimise your search, use "and", "not" or "or" between your keywords

Search within results

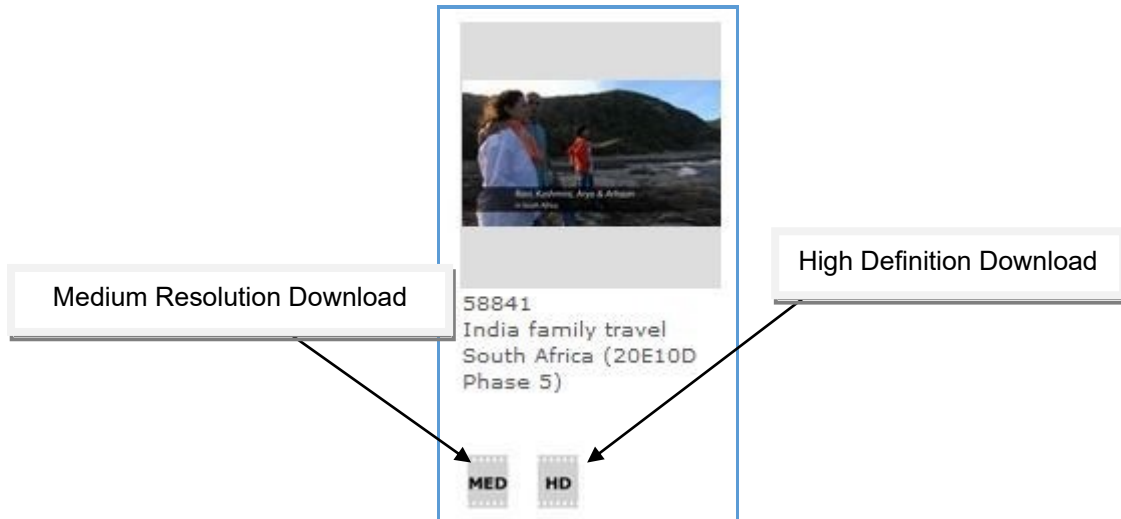
- TVC (Television Commercial)
 - Best of South Africa
 - National Geographic
- AVS (Audio Visual)
 - + Brand Pillars
 - + Province AVs
 - + Search AV
 - + 20E10D
 - Welcome AVs

3.2 View the clip

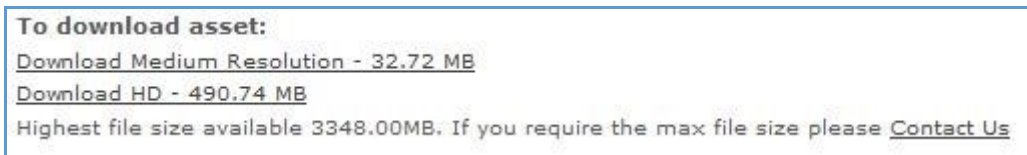
On the search results page click on the thumbnail to play the clip.

3.3 How to download the footage

- A. By clicking on the 'MED' or 'HD' icon directly underneath the thumbnail.



- B. Preview page. Directly under the preview asset, you can download the image by clicking on either of the hyperlinked options.

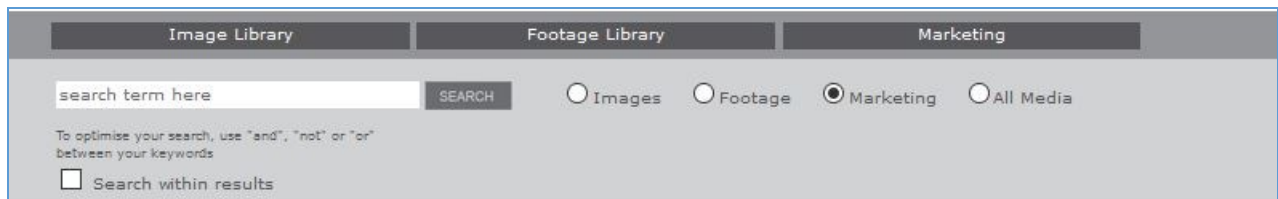


3.4 Requesting the highest file size available

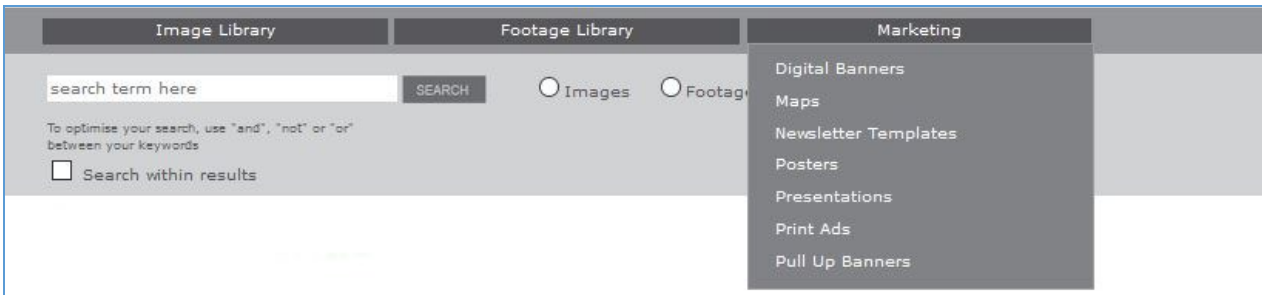
Should you wish to acquire the highest file size, the same process follows as that of the image request. You can click on 'Contact Us', and you will be prompted to enter your details in the Request form. The order number of the asset you require will automatically filter through to the Request form

Step 4. Marketing search

- A. The marketing search follows the same process as the image and footage search. Only now you select 'Marketing' and enter your search term in the search box.



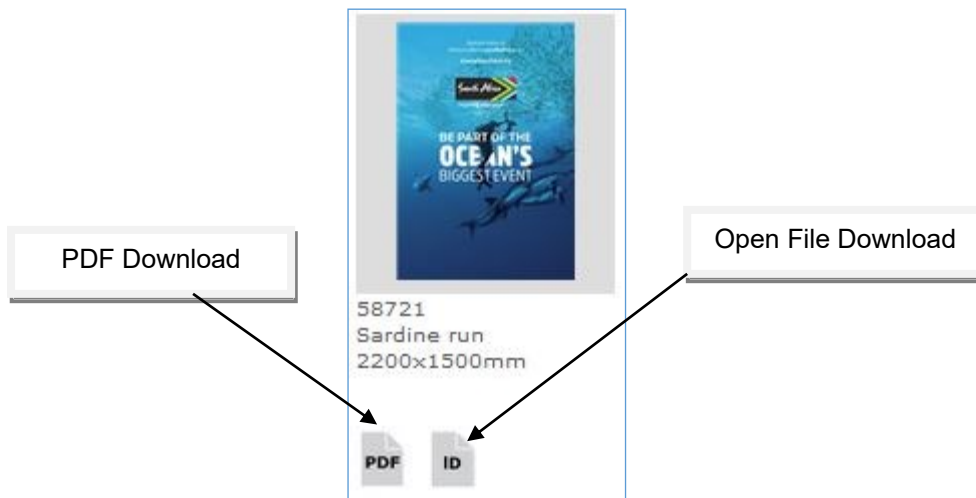
- C. Alternatively, use the drop-down filters in 'Marketing' which will give you a list from which to choose. Click on any of these options to bring up search results.



4.2 How to download the Marketing assets

To download marketing assets, the process follows that of downloading the image and footage assets

A. By clicking on the 'PDF' or 'ID' icon directly underneath the thumbnail.



B. Preview page. Directly under the preview asset, you can download the Marketing asset by clicking on the hyperlinked options.



NB: You will need Adobe InDesign or Photoshop (depending on the asset) to use the Open File assets

Should you have any search or technical issues please contact digitalassets@southafrica.net or +2711 880 2037

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