



## Ford Drives Global Branding Through Infoimaging

Brand equity is taken to a new level. When its unwieldy image storage system began to create confusion by housing conflicting or outdated information, the Ford Division of Ford Motor Company demanded a central repository of brand information. By combining digital asset management with an image server by MediaBin, and charging internal departments and their advertising agencies for access, Ford built a “self-funding” infoimaging infrastructure solution that increases efficiency, reduces costs and generates new revenue.

Visit [www.VisualCommunication.info](http://www.VisualCommunication.info) for more information on how Ford's commitment to its brand is saving them money.

**“Our current Digital Asset Management is just the beginning of a continuously evolving infoimaging business process.”**

*—Steve Lyons,  
President,  
Ford Division*

