

MINNEAPOLIS, MN, September 19, 2013 /**24-7PressRelease**/ -- Fishbowl Solutions releases Version 2.0 of CloudLoader for Oracle WebCenter Content

- Fishbowl Solutions, an Oracle WebCenter Content and Portal Specialized Gold Partner, announced the release of their CloudLoader component for Oracle WebCenter Content. CloudLoader provides user a simple, drag-and-drop desktop application to contribute documents, images, videos and other digital assets to Oracle WebCenter Content.
- CloudLoader was designed specifically to help end users quickly select, tag, preview, and check in one or multiple items into Oracle WebCenter Content. Any content that can be accessed from user desktops can be dropped onto CloudLoader's preview pallet. CloudLoader then intelligently extracts embedded metadata, such as name and file size, while also providing the users the ability to tag any content with additional metadata values.
- A popular use case for CloudLoader is the management of high-resolution, digital photographs. Organizations who outsource their photography typically receive their photographs loaded on a DVD. This disconnected media source makes it difficult to share and repurpose the photographs across an organization. CloudLoader can be used to load and tag the photographs into Oracle WebCenter Content where they can be easily searched and accessed. CloudLoader includes the ability to automatically extract EXIF (exchangeable image file format) metadata from photos, which includes the date and time the photo was taken, aperture, shutter speed, and much more.
- CloudLoader utilizes Adobe Integrated Runtime, or Adobe AIR, enabling it to run Windows and Mac OS operating systems.
- Additional features of Fishbowl's Cloud Loader include:
  - o Oracle WebCenter-based user authentication
  - o Multiple batch type support
  - o Configurable metadata values for batch types (visible, required, default)
  - o Supports multiple, concurrent batch jobs
  - o Preview support for most graphical file formats
  - o Added support for entering Unicode characters in metadata fields
- CloudLoader supports Oracle WebCenter Content 10g and 11g and is available directly from

Fishbowl Solutions.

### Supporting Quotes

"Fishbowl's CloudLoader provides Oracle WebCenter Content customers with a simple yet powerful tool to manage high-value digital assets," said Tim Gruidl, President of Fishbowl Solutions. "CloudLoader delivers the level of digital asset interaction that marketing and creative service teams are accustomed to and need to ensure proper use and repurposing. CloudLoader also represents a new contribution method for Oracle WebCenter Content that was designed for overall ease-of-use, helping to drive Oracle WebCenter Content adoption."

### About Fishbowl Solutions

Fishbowl Solutions is an Oracle Gold Partner and Google Enterprise Partner, founded in 1999, and focused on Oracle WebCenter products. An officially certified Oracle WebCenter Specialized Partner, Fishbowl Solutions is dedicated to helping organizations solve complex information problems involving portal, content, imaging, search, mobility and document management, and is a recognized leader and innovator within the Oracle partner community.

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