For Immediate Release

BOSTON, SEPT. 8TH – SeeFile Software LLC introduced its first product, SeeFile, a software package that lets graphic arts professionals, marketing departments and research scientists share large images over the Web. Existing products used for this purpose cost five to twenty times as much and are much harder to implement, according to Sam Bogoch, CEO of the company.

In addition to its dramatically lower cost, SeeFile offers a number of key improvements when compared to other digital asset management (DAM) systems on the market, including:

1) A sophisticated messaging system that allows annotation of individual files and folders. The messages can be used as prompts to guide novice users, as well as a way for collaborators and coworkers to exchange reports and opinions on work in progress.

2) Simple customization via user-defined logos on every screen viewed by customers. These logos are simple GIF files and can be preset to allow custom views when logging in. An ideal use is to display the logos of one or more corporate customers so the site appears customized to them.

3) A File Actions menu in the browser interface allowing almost any image processing script to be applied to selected images. Individual users can be given rights to access one, many, or all of these scripts via the SeeFile web-based administrative interface.

SeeFile, a startup company based in Boston, is targeting the over 90 percent of graphic arts shops that have not yet implemented Web-based digital asset management. Targeted niches include digital photographers, printers and prepress shops, photolabs, advertising agency workgroups and corporate creative departments. The digital asset management (DAM) software runs under Apple's OSX 1.3 (Panther) operating system, and supports browser-based access from both PC's and Macs.

The product is available in 3 versions – Entry, Bureau and Corporate, priced at $1,195, $1,995 and $3,995 respectively. All versions include the same features and differ only in the number of username/password logins and logo displays that that can be set up on the system. The Entry version allows up to 20 separate logins and one logo display; the Bureau version allows 100 logins and 10 different logo displays, and the Corporate version allows unlimited logins and 10 logo displays.

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