

Image Manager

Intelligent Image Management Made Simple



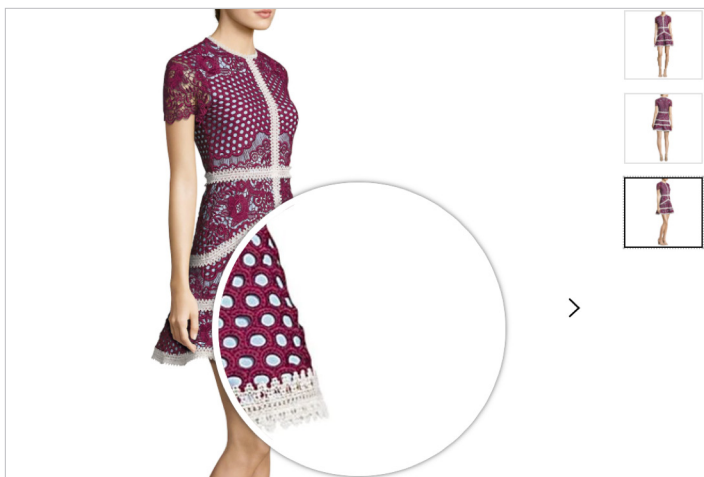
Engage audiences with attractive images that are automatically optimized for both maximum visual quality and performance while reducing the cost and effort to transform and deliver digital images.

High-quality digital images are proven to be effective in improving engagement on the web, as visitor expectations for rich web experiences continue to skyrocket. Engaged visitors mean better adoption, ad revenue, and conversion rates for online businesses. With more and more customers browsing the web over mobile devices, the imperative to serve visitors a rich, consistent experience is met with the challenge of increased diversity across the web delivery landscape.

Web performance gets bogged down by digital images that are too heavy, and developers are wasting too much time and effort designing or managing solutions to create all the derivative images for their digital properties, not to mention trying to solve the puzzle of when to deliver the right image for each customer across mobile and desktop.

Akamai Image Manager

Akamai Image Manager makes image optimization simple. It is an easy-to-use, cloud-based solution that automatically optimizes each image for the best combination of size, quality, and format tailored for each end user and device. It also offloads the transformation of derivative image assets to the cloud.



“ Image Manager gives us faster time to market. Our graphics team has cut image prep time by at least 25%, and we can now offer the highest quality without fear or issues of lag on the customer side.

— **Riaz Faride**, Director of eCommerce, Linen Chest

Benefits

Visitors are treated to digital experiences that are both beautiful and fast while your business achieves faster time to market, better customer engagement, improved operational efficiency, and reduced costs.



Faster Time to Market



Reduced Storage Cost



Lighter & Faster Pages



Quality Without Compromise

Features

Responsive HTML 5 Media Viewer (with Media Collections)

Group images and videos together as a collection and display them via a mobile-aware HTML5 interactive 360° viewer for customers to touch and feel your products, leading to increased customer engagement.

Perceptual Quality Algorithm

Image Manager lightens the weight of your digital images while maintaining the best visual quality by intelligently calculating and applying a precise degree of compression for the maximum level of byte reduction that is imperceptible to the human eye.

Auto-Convert Image Format

Image Manager will automatically detect and convert online images to software-specific image formats to take advantage of the advanced levels of compression that WebP, JPEG-XR, and JPEG 2000 can offer for customers on Chrome/Android, iOS/Safari, and IE/Windows software.

Auto-Resize for Mobile Screens

Automatically resize website images for mobile devices based on viewport width so that mobile users are not over-downloading images that are larger (and slower) than they need to be to fit their screen size.

Visit <https://developer.akamai.com/api/imaging/imaging/overview.html> for a full list of Image Transformations and APIs supported by Image Manager

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Use Cases

Deliver High-Quality Images Without Compromising Performance

Satisfy the demands for high-quality digital images from marketing without compromising your page load times.

Responsive Web Design (RWD), Mobile Sites, and Apps

Reduce the size of data payloads to improve RWD and mobile app experiences by dynamically transforming digital images for mobile screens and networks.

Simplify Art-Direction Challenges

Dynamically manipulate digital images with artistic transformations from a single pristine asset to satisfy artistic requirements (auto-crop based on facial recognition, rotate, watermark, resize, sharpen, trim, blur, etc.) without the need to create and store additional derivative image assets.

Manage Device Proliferation

Reduce the complexity to apply industry best practices in using browser-specific image formats and responsive or mobile-optimized images.

Replace an In-House Image Transformation Process

Eliminate costs and complexity associated with a manual or homegrown effort to create, store, manage, and deliver derivative image assets.

Optimize User-Generated Content

Gain control over how digital images are displayed and treated when being uploaded by your end users, and reduce the risk of oversized images slowing or blocking page downloads.

Mobile Apps, TV Apps, and On-Screen Programming Menus

Simplify and reduce the effort for preparing and delivering high-quality images for media and entertainment experiences on mobile devices, set-top boxes, or other web-delivered multimedia apps where quality and performance are critical to the customer experience.

Features

Dynamic Policy-Based Artistic Transformations

Need to apply image transformations directly at the code-level without using the UI? Dynamic policies enable your developers to create any variant images without having to use the UI by simply changing the transformation values via query string parameters, promoting agility and granular controls.

Easy and Flexible Integration

You can use any web-accessible storage location, and Image Manager is also compatible with your existing publishing and purging workflows, giving you full control over your digital image assets and infrastructure decisions to gain maximum benefit from your CDN solution.

Deliver Rich, Interactive Digital Experiences

Easily create and deliver a rich, 360° interactive experience for customers to engage with your products, with the ability to spin and zoom images. Organize and publish collections of images and videos in a slideshow for media publications and news stories.

The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.



As the world's largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai's massively distributed platform is unparalleled in scale with over 200,000 servers across 130 countries, giving customers superior performance and threat protection. Akamai's portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7 monitoring. To learn why the top financial institutions, e-commerce leaders, media & entertainment providers, and government organizations trust Akamai please visit www.akamai.com, blogs.akamai.com, or @Akamai on Twitter. You can find our global contact information at www.akamai.com/locations. Published 10/17.