Asset categories in HP Asset Hub

July, 2017

The first thing you need to do when you want to upload an asset to Asset Hub is to choose the asset category. This document will answer 3 questions:

- what each asset category means?
- when to use each asset category?
- what is the metadata you need to fill-in for each asset category?

When choosing an asset category you should keep in mind the broad definitions you will find in the below material, as well as the intent of the asset itself.

For **example**, if, as part of the campaign deliverables, you create a PDF document, the asset should fall under the "Campaign" asset category, because it is part of a campaign. On the other hand, if you create a video as part of the campaign deliverables, the asset should be tagged under one of the "Video" asset categories, because these offer additional options with regard to publication and distribution.

Please keep in mind that the more complete and accurate the metadata is, the easier will be for users to find the asset.

These are all the possible asset categories. Click on the link to get to the detailed page for each asset category.

Select the Asset Category from the pull-down menu.	
Campaign	Documents and other files associated with a campaign. Can be creative briefs, schedules, print ads, banner ads and landing pages to name a few.
Document – General	Documents, PowerPoint presentations and other asset types that don't fit into other asset categories.
Document – Event	Similar to Document – General. Event related documents, presentations, spreadsheets and other files that don't fit into the other Event asset categories
DRM – License Agreement	A legal agreement that gives HP the right to use a product or service to which someone else owns the rights. These agreements are not viewable in Asset Hub. They can be requested through the Asset Hub Resource Center. The file will be emailed as soon as permission is received from the owner.

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DRM – Talent Release Form	A legal agreement that gives HP the right to use images, audio or video recordings in which the model appears. Restricted from view in Asset Hub. These forms can be requested through the Asset Hub Resource Center.
Graphic – Icon	HP Iconography. This asset category is restricted to use by the Brand Team. Only official icons may be uploaded to Asset Hub. Go to Folders, click Shared, expand Albums and click on the Iconography folder to see the entire collection.
Image – Annotated	Images with annotations (Text, sticky notes, virtual laser pointers, circles, arrows, and black-outs superimposed on an image without changing the underlying master image. Typically product images; with product association optional. If certain criteria are met these assets are given an external URL and made available to CAP, Sales Central.
Image – Historic	Typically used to identify images of historical significance to HP. Can include product, people and environment shots.
Image – Person or Portrait	Images that include people without products.
Image – Product in Use	Images of HP products in environment and in use. These images are processed by the HP.com Image team to ensure deployment to Concentra and made available to the hp.com product pages, to HP Stores and to all other publishers.
Image – Product Only	An image featuring a single product, usually on a white, black or transparent background. These images are processed by the HP.com Image team to ensure deployment to Concentra and made available to the hp.com product pages, to HP Stores and to all other publishers.
Image - Supporting	Environmental mages without product or people.
Multimedia – Infographic	Infographics are graphic visual presentations of information, data or knowledge intended to present information quickly and clearly. If certain criteria are met these files are deployed to the external Web server and given an external URL. The URL may be distributed in an email, ad, brochure or placed on a web page.
Multimedia – Interactive Demo	An interactive demonstration of a product. Its goal is to introduce customers to the product and highlight some of its features. Usually a combination of video, images and animation Interactive demos do not typically function properly if at all outside the HP servers are not downloaded. If certain criteria are met these files are deployed to the external web server and given an external URL. Product association is mandatory. URL and metadata is made available to CAP and Sales Central.

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Multimedia – Screensaver	Screensavers (in exe format) that can be downloaded and installed on local PC/rPOS. If disclosure level is public and deployment is selected as yes, it can be pushed to the server farm and you can obtain a public-facing download URL.
Multimedia – Web Page	Landing pages, web banners and other online components.
Video - Animation	Typically a 360 degree rotation of the product. If certain criteria are met these assets are Published to Brightcove. The embed code and metadata are made available to CAP and Sales Central.
Video – Corporate	A corporate video refers to corporate communications material commissioned primarily for a use by a company, corporation or organization. This may include product, service or company promotional videos, training videos and information videos. Video can be pushed to Brightcove if all metadata conditions are met and, if product association is added, it can be pushed to CAP.
Video – Event	Similar to Video – Corporate; to be used for any event-related videos. Video can be pushed to Brightcove if all metadata conditions are met.
Video – Product Overview	Customer facing video supporting a product or solution (such as Mobility Solutions, Workflow solutions etc) launch, highlighting the key selling points. Product Association is mandatory. The embed code and metadata are made available to CAP and Sales Central.
Video - Support	Customer facing educational videos about troubleshooting HP products or highlighting "how to use" messages for certain product features. Video can be pushed to Brightcove if all metadata conditions are met and, if product association is added, it can be pushed to CAP.

For **Support**, click here.

We will go through the most used asset categories and detail the mandatory metadata.

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Asset categories: Campaign

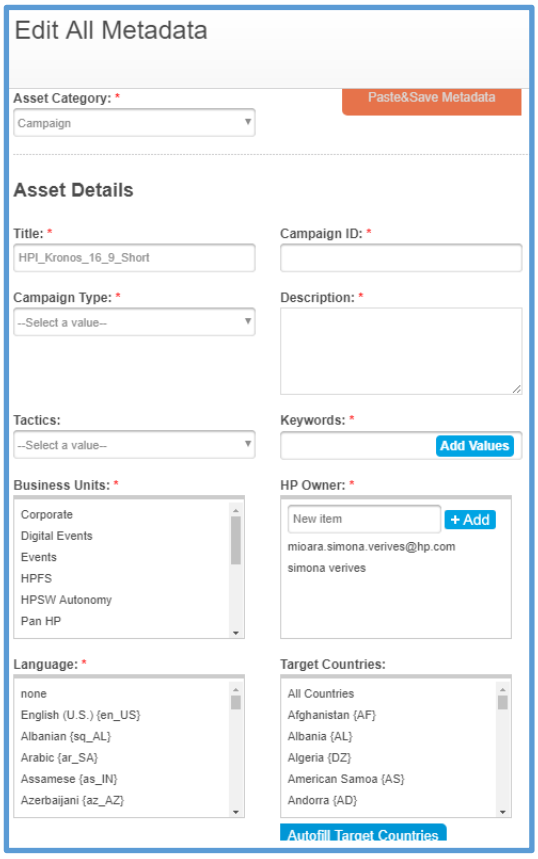
Go back to the Asset Categories Summary

What does it mean?	Documents and other files associated with a campaign. Can be creative briefs, schedules, print ads, banner ads and landing pages, to name a few.
When do we use it?	For any material created in association with a campaign, no matter the format (zip file, document etc.) Do not use for videos even when created as part of campaign deliverables – use one of the video categories to take advantage of publishing channels.

Examples of campaign assets:

1. https://h22189.www2.hp.com/assetdetails/E81FC715-EA30-47D1-B6CD-55EBCCFA55F2
2. https://h22189.www2.hp.com/assetdetails/55064E1C-1F52-43DF-8DAE-9A89BC68FB9A
3. https://h22189.www2.hp.com/assetdetails/F824AE8D-C6B6-4857-8AD4-DEECEE60A2DC

You will find below details on the mandatory metadata fields for the Campaign asset category.



Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets.

Campaign ID: Aprimo ID, obtained once a campaign/PO is created in BMT. Agencies – please reach out to your HP contact to obtain this info.

Campaign type: List of choices, as follows: Origination = WW original material / Leveraged Origination = regional original material leveraged from WW / Adaptation or Minor Adaptation = adaptation (to a larger or smaller degree) of the WW material for regional use / Transcreation = translation/localization or WW or regional material for local use.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Business Units: Choose the appropriate business unit according to the topic of the asset.

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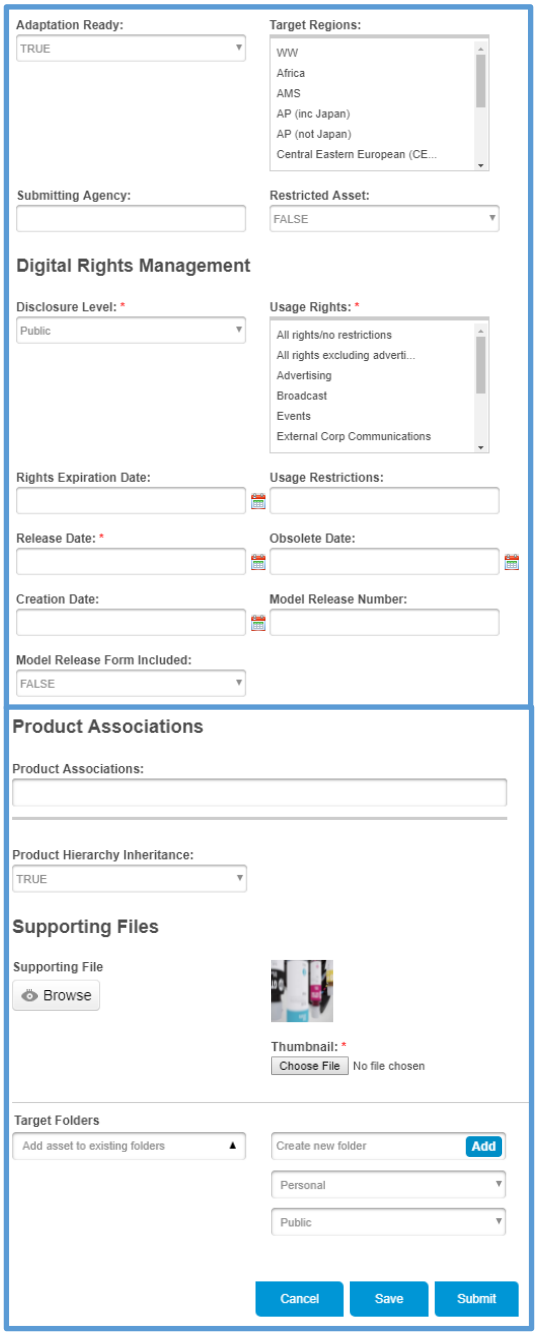
HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com)

Language: The language(s), whether written or spoken used in the asset.



Disclosure level: Determines asset visibility in Asset Hub. Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ assets are visible only for HP employees and Partners (not for agency users).

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

Thumbnail: Add a representative thumbnail image for the asset. The file should be a 150 x 150 pixels image (jpg, png etc.). It should be unique and representative for the content of the asset, as thumbnails are a quick way for users to visually identify the content they need.

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Document – General

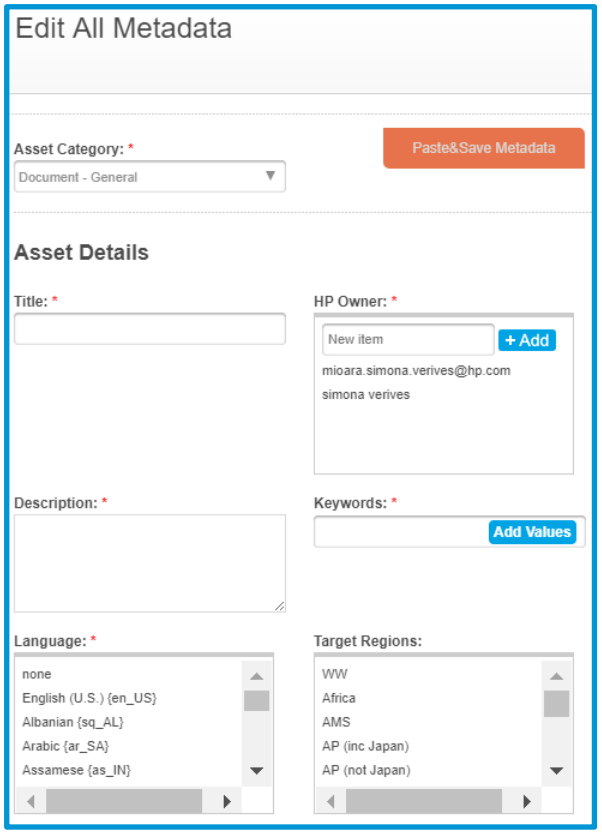
Go back to the Asset Categories Summary

What does it mean?	Documents, PowerPoint presentations and other asset types that don't fit into other asset categories.
When do we use it?	Document – General is the asset category with the least amount of metadata requirements. Do not use for images, videos, campaign material or other media material. Document – General assets can be messaging or spec documents,

Examples of Document - General assets:

1. https://h22189.www2.hp.com/assetdetails/5ABEE36D-F12B-472A-8A8A-592A2C7B75C7
2. https://h22189.www2.hp.com/assetdetails/AEC59771-9D11-4F4E-8512-31309DD18681
3. https://h22189.www2.hp.com/assetdetails/1D9811F4-476B-4458-9F8F-43C6761124BD

You will find below details on the mandatory metadata fields for the Document - General asset category.



Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com)

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Language: The language(s), whether written or spoken used in the asset.

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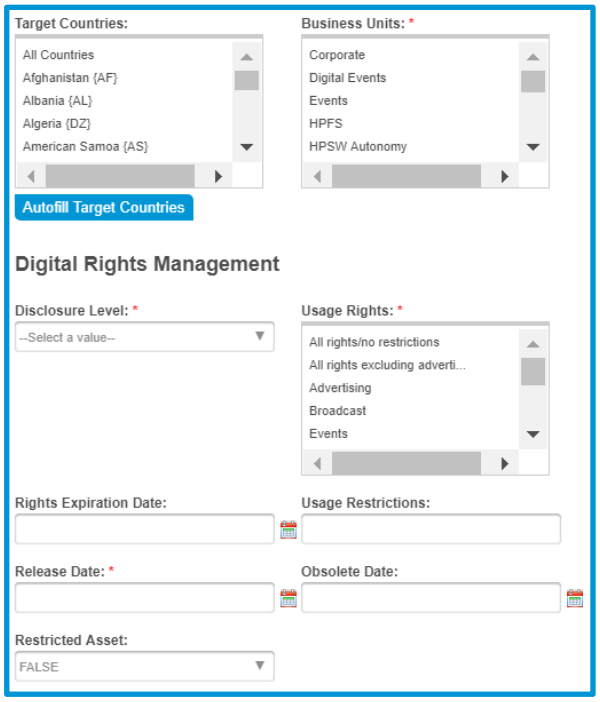
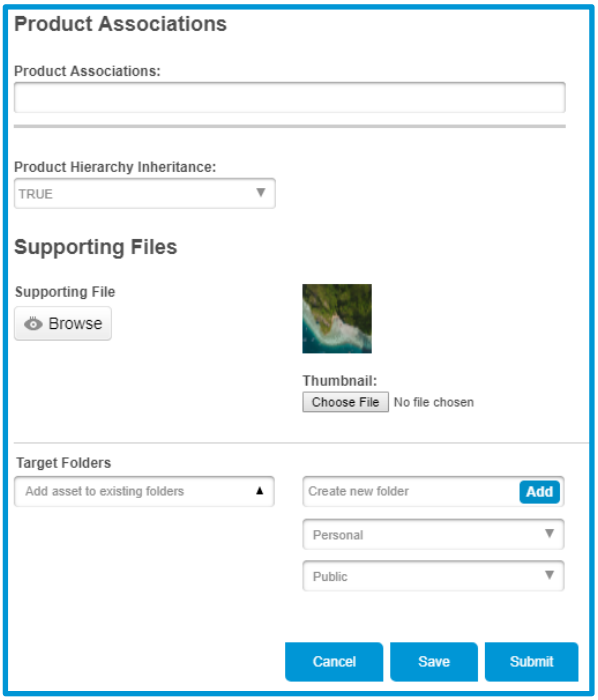


Business Units: Choose the appropriate business unit according to the topic of the asset.

Disclosure level: Determines asset visibility in Asset Hub. Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". "HP Restricted" assets are visible to HP Employees only and "HP and Channel Partner Internal Use" are visible only for HP employees and Partners (not for agency users).

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.



Thumbnail: This field is not required, but, if you are loading a .zip file, it's highly recommended that you add a representative thumbnail image for the asset. The file should be a 150 x 150 pixels image (jpg, png etc.). It should be unique and representative for the content of the asset, as thumbnails are a quick way for users to visually identify the content they need.

Supporting file: This is not a required field, but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Graphic – Icon

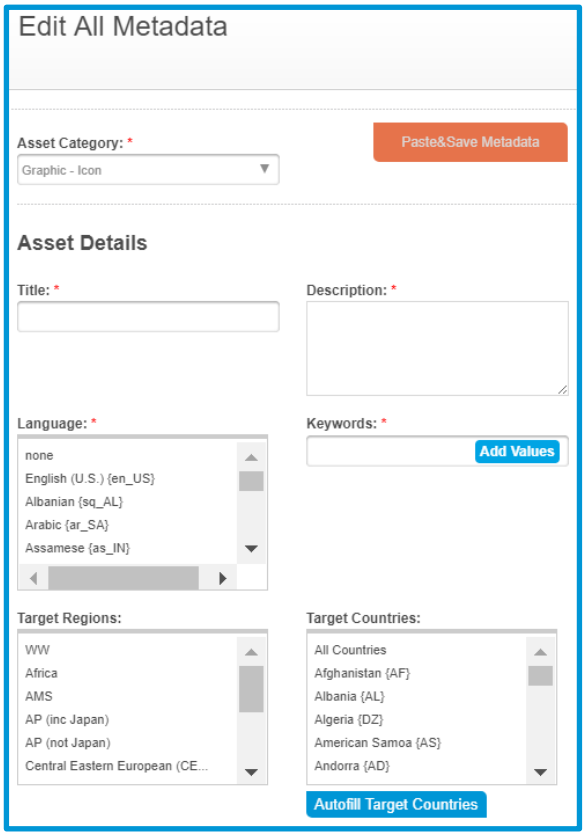
Go back to the Asset Categories Summary

What does it mean?	HP Iconography. This asset category is restricted to use by the Brand Team. Only official icons may be uploaded to Asset Hub. Go to Folders, click Shared, expand Albums and click on the Iconography folder to see the entire collection.
When do we use it?	This asset category should be used only by agencies/individuals creating official HP Iconography. If you are creating icons but are not part of this group, please review your content with the Brand team by contacting them at icon.requests@hp.com

Examples of Graphic - Icon assets:

1. https://h22189.www2.hp.com/assetdetails/B9C75651-798D-4BE3-84AB-00B99B6B1911
2. https://h22189.www2.hp.com/assetdetails/58959E98-AED4-43BD-9DAD-173FAF9AF411
3. https://h22189.www2.hp.com/assetdetails/61E13FF2-A083-49DD-A394-F3ACB3E00CFC

You will find below details on the mandatory metadata fields for the Graphic - Icon asset category.



Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Language: The language(s), whether written or spoken used in the asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

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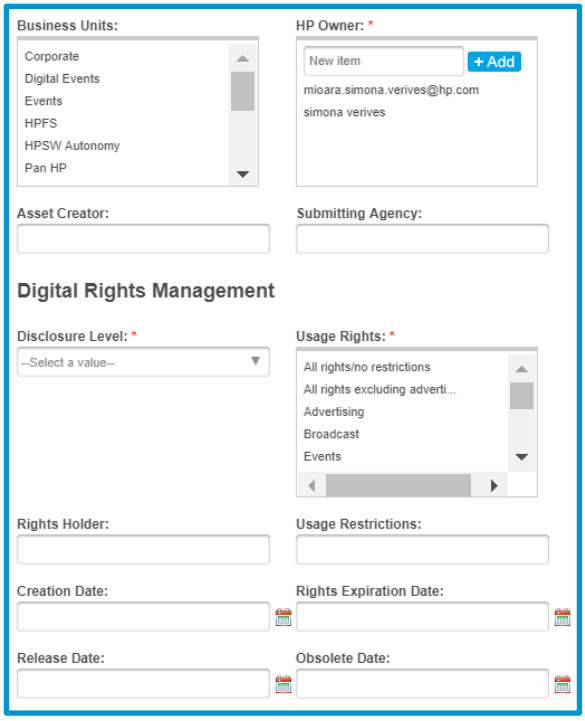
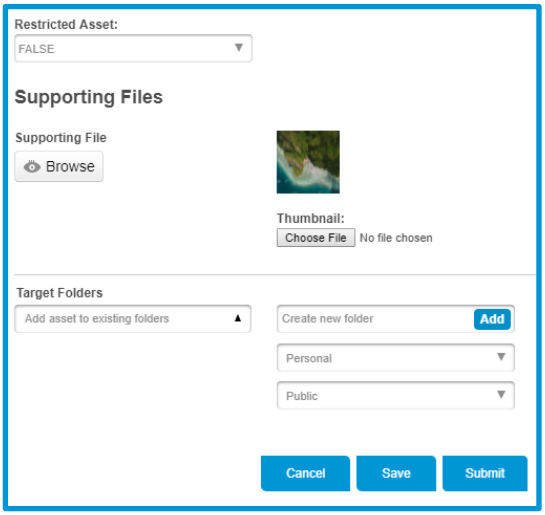


HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com)

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users).

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: Optional field. The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.



Supporting file: This is not a required field, but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Image – Annotated

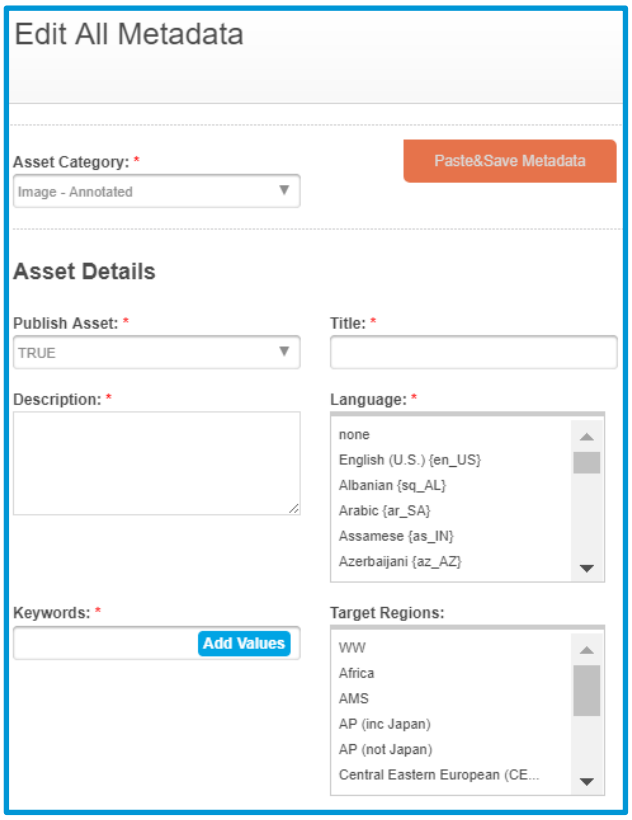
Go back to the Asset Categories Summary

What does it mean?	Images with annotations (Text, sticky notes, virtual laser pointers, circles, arrows, and black-outs superimposed on an image without changing the underlying master image. Typically product images; with product association optional. If certain criteria are met these assets are given an external URL and made available to CAP, Sales Central.
When do we use it?	This asset category should be used only for image assets (preferably JPG format). It is distributed downstream in 2 dimensions (original size and a 200 x 200 thumbnail) and any other format will not be properly rendered. Per the definition, it should be used only for photography that contains text.

Examples of Image - Annotated assets:

1. https://h22189.www2.hp.com/assetdetails/D9D81E67-4FD0-4324-A3FE-C9EA2AA87C4A
2. https://h22189.www2.hp.com/assetdetails/C7F74506-0F1F-457C-98EA-5C8A0466024A
3. https://h22189.www2.hp.com/assetdetails/FA664F69-FB90-469E-BC9A-C26F3802AB0A

You will find below details on the mandatory metadata fields for the Image - Annotated asset category.



Publish Asset: The default value is set to TRUE. This will distribute your asset to downstream systems such as CAP, HP Sales Central and into syndication. If you do not want to publish your content, make sure to select FALSE for this field.

Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets. The title will be distributed downstream for publishing.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Language: The language(s), whether written or spoken used in the asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

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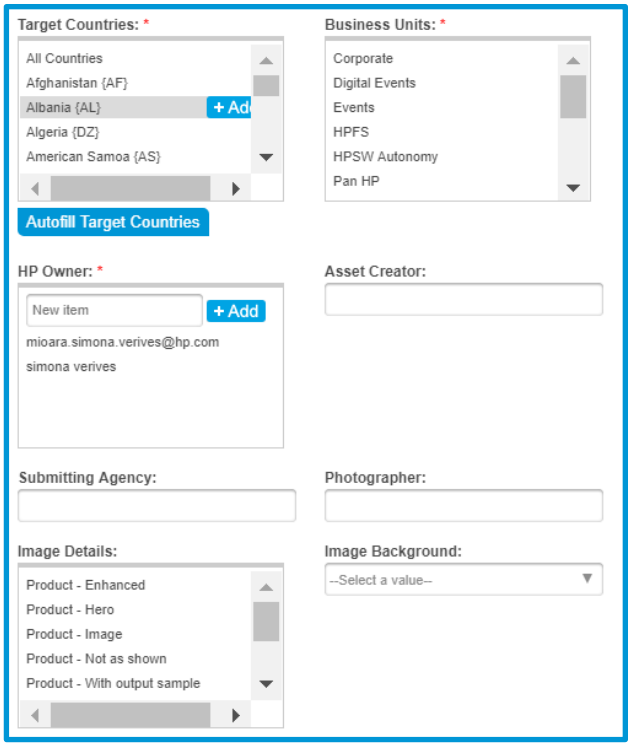
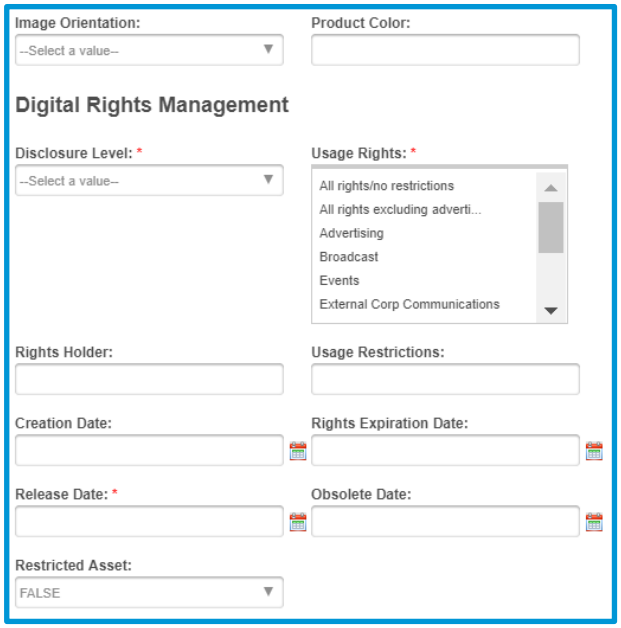


Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and relevance. The countries chosen will influence publishing. If your image is relevant only to a specific market, please designate it as such.

Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target countries”. The mandatory Target countries field will be filled out with the relevant countries within the selected region.

Business Units: Choose the appropriate business unit according to the topic of the asset.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com)



Product color: Optional field. If your image contains products and color is a relevant factor (same model exists in multiple colors) ensure to add the correct color in this field. It will be used in publishing to determine the correct image- product association.

Disclosure level: Determines asset visibility in Asset Hub as well as eligibility for publishing. Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution.

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset’s status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. Only released content will be eligible for downstream distribution. The HP

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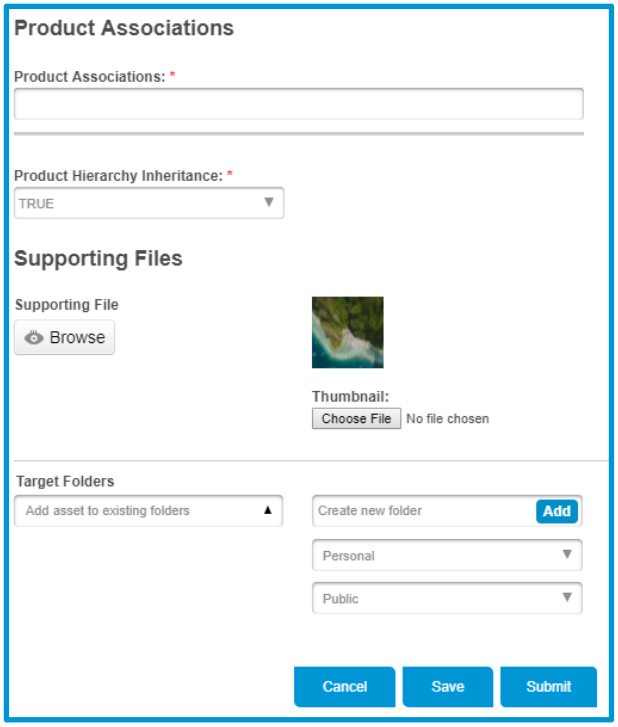
owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.



Product Associations: The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services. Asset publishing to downstream channels (hp.com, Sales Central, CAP etc) is also done based on product association – make sure the product(s) you are adding is truly relevant to the content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (for example a product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream.

Supporting file: This is not a required field, but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Image – Person or Portrait

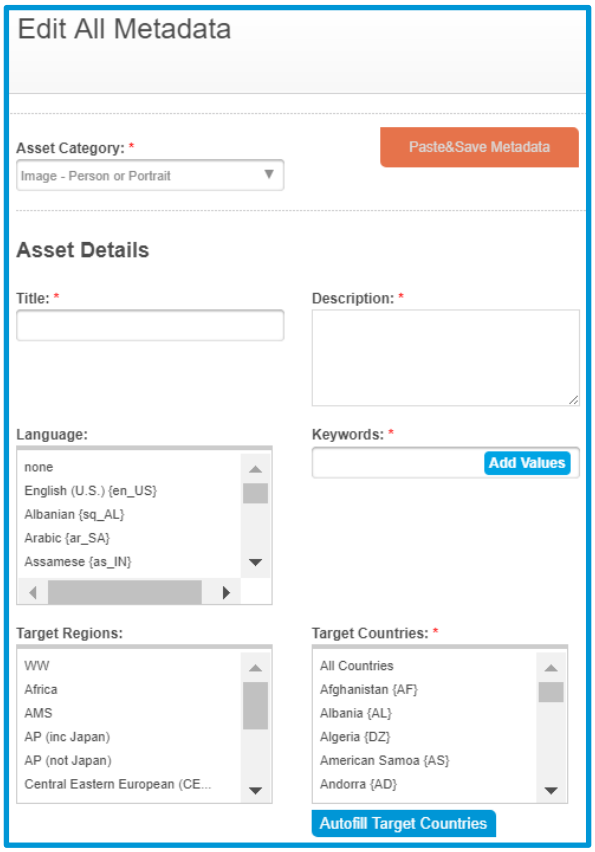
Go back to the Asset Categories Summary

What does it mean?	Images that include people without products.
When do we use it?	Used mostly (but not restricted to) HP Brand photography.

Examples of Image – Person or Portrait assets:

1. https://h22189.www2.hp.com/assetdetails/A164ACDC-089C-4A30-BFE2-C3F1726A8CB5
2. https://h22189.www2.hp.com/assetdetails/4301A4B8-D262-40FD-8F01-46EEADDCFC6B
3. https://h22189.www2.hp.com/assetdetails/9B09FC71-B1A8-46FA-B04B-76BC57A1535E

You will find below details on the mandatory metadata fields for the Image – Person or Portrait asset category.



Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries, the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and relevance.

Target Regions: Optional field, can be used in conjunction with Target Countries. If your asset is valid for a specific region, choose the relevant region from the list and click on "Autofill target countries". The mandatory Target countries field will be filled out with the relevant countries within the selected region.

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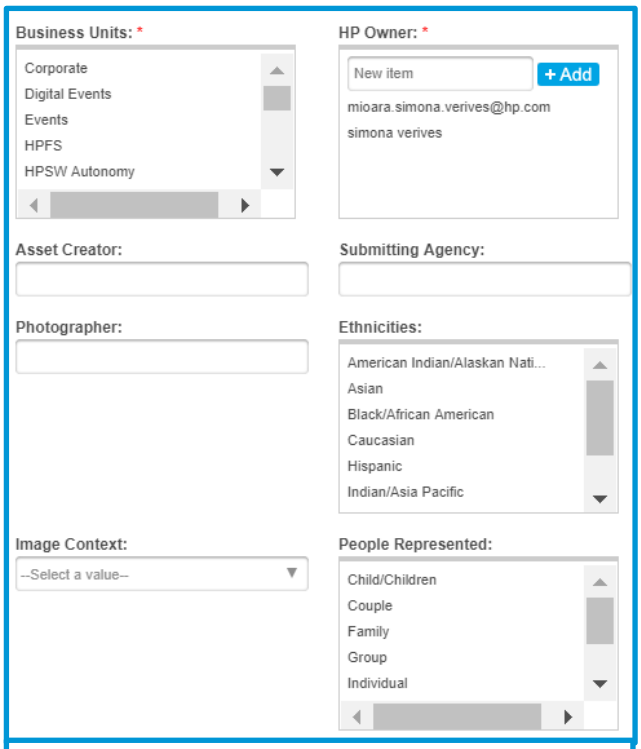

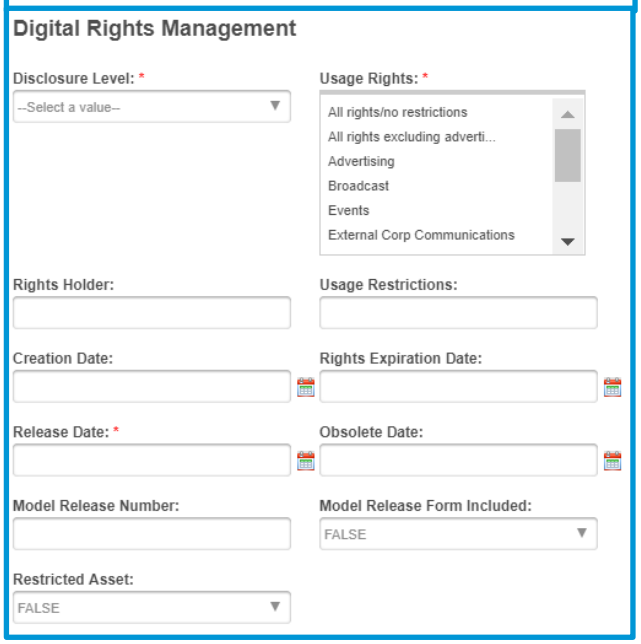

Business Units: Choose the appropriate business unit according to the topic of the asset.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).

Fields such as **Ethnicities**, **People Represented** and **Image Context** are all optional but provide valuable (and searchable) information regarding the content of your image. Ensure you review them and fill them out where applicable.

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users).

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

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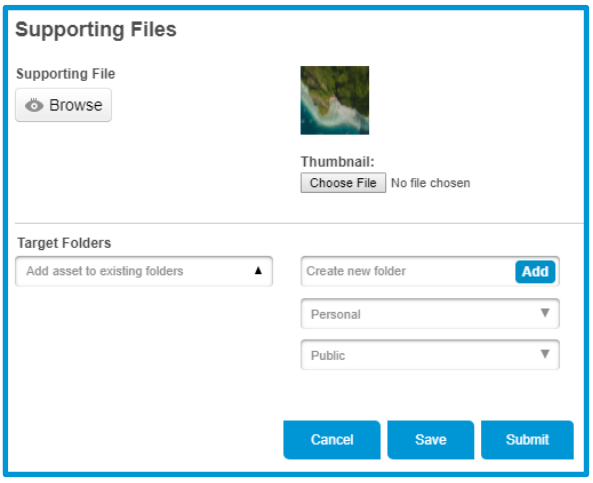

Supporting file: This is not a required field, but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Image – Product in Use

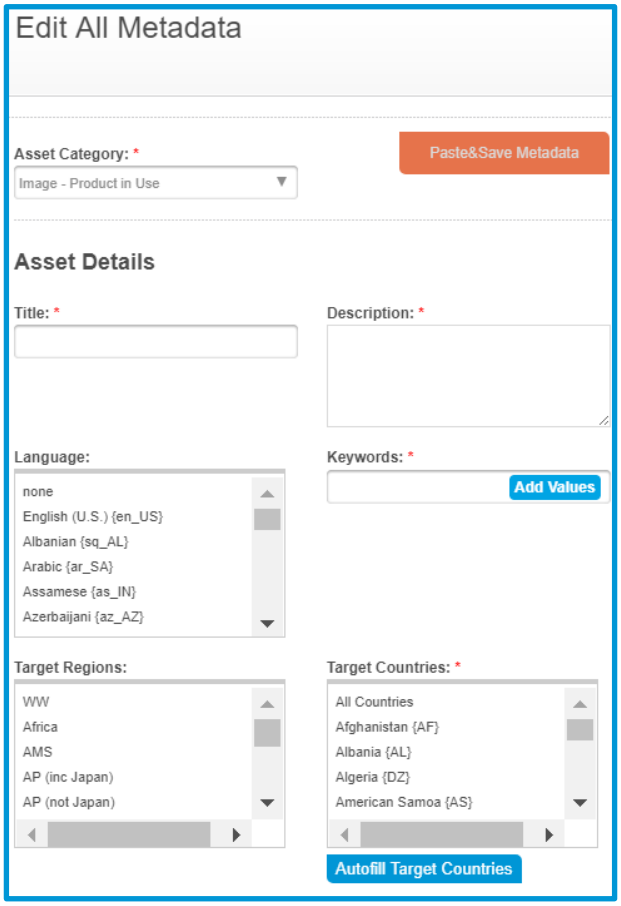
Go back to the Asset Categories Summary

What does it mean?	Images of HP products in environment and in use. These images are processed by the HP.com Image team to ensure deployment to Concentra and made available to the hp.com product pages, to HP Stores and to all other publishers.
When do we use it?	Use for shots of products in a social context. The image format should always be JPG only, otherwise it will not get distributed downstream.

Examples of Image – Product in Use assets:

1. https://h22189.www2.hp.com/assetdetails/49EADE52-A9AB-433F-AA8C-988481520010
2. https://h22189.www2.hp.com/assetdetails/C2129B92-D45E-406B-8982-7A80346B67DB
3. https://h22189.www2.hp.com/assetdetails/DAA07327-6B64-495A-97B8-3DB350C73A15

You will find below details on the mandatory metadata fields for the Image – Product in Use asset category.



Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets. The title will be distributed downstream for publishing.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and relevance. The countries chosen will influence publishing. If your image is relevant only to a specific market, please designate it as such.

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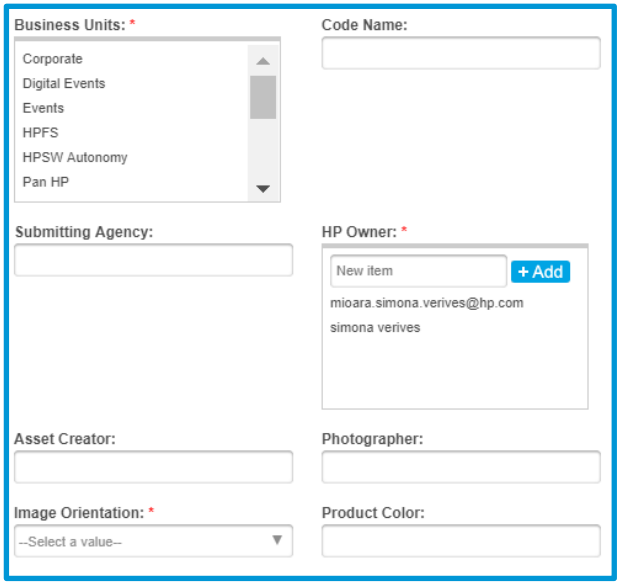
Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target countries”. The mandatory Target countries field will be filled out with the relevant countries within the selected region.



Business Units: Choose the appropriate business unit according to the topic of the asset.

Code name: Optional field. Use this field to add the HP internal code name, should that be available to you. It is a field relevant in search within Asset Hub.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).

Image Orientation: Orientation of product within the image.

Product color: Optional field. If your image contains products and color is a relevant factor (same model exists in multiple colors), ensure to add the correct color in this field. It will be used in publishing to determine the correct image- product association.

Disclosure level: Determines asset visibility in Asset Hub as well as eligibility for publishing. Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution.

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. Only released content will be eligible for downstream distribution. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

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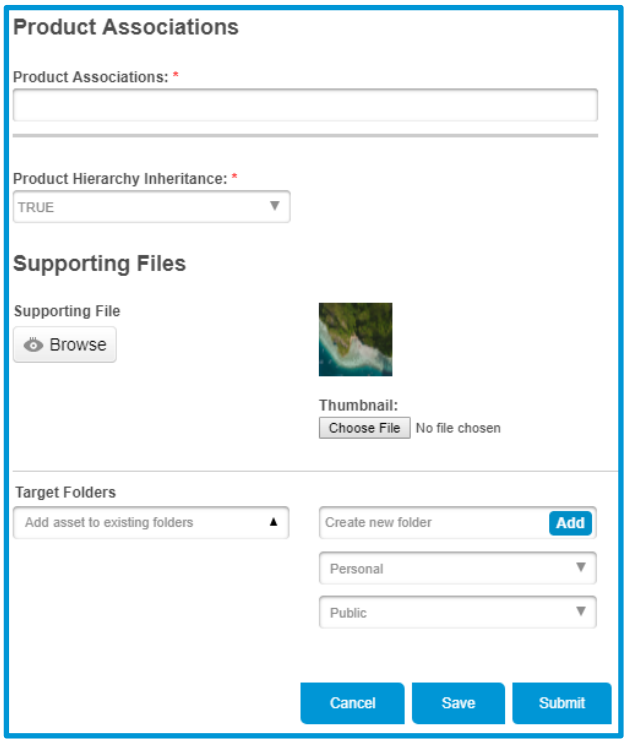

Product Associations: The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services. Asset publishing to downstream channels (hp.com, Sales Central, CAP etc) is also done based on product association – make sure the product(s) you are adding is truly relevant to the content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream.

Supporting file: This is not a required field, but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Image – Product only

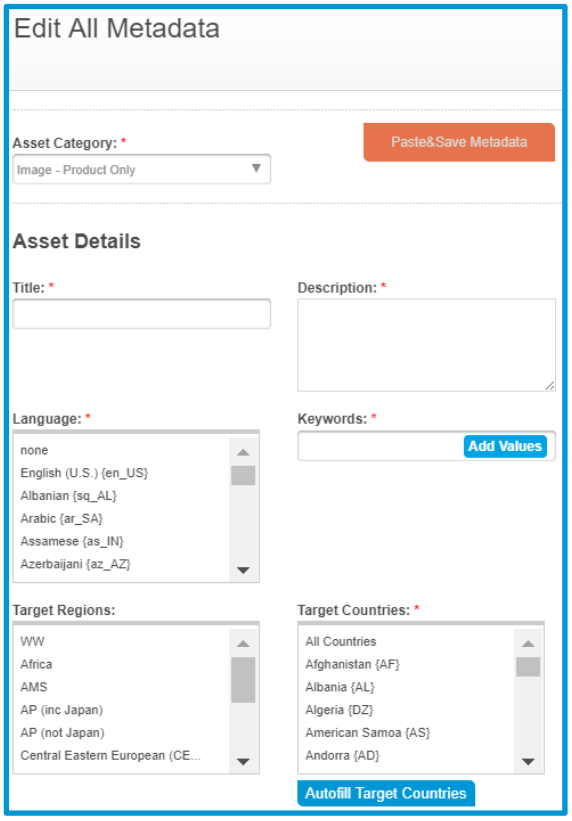
Go back to the Asset Categories Summary

What does it mean?	An image featuring a single product, usually on a white, black or transparent background. These images are processed by the HP.com Image team to ensure deployment to Concentra and made available to the hp.com product pages, to HP Stores and to all other publishers.
When do we use it?	Images with a single product, shot from one angle on white background (per current HP Inc standards). Images with multiple products or with people in them should be labelled as Image – Product in Use. Image format should always be JPG, no other format will be accepted for distribution downstream. Images should have a clipping path around the product – images without a clipping path will not be eligible for publishing.

Examples of Image – Product only assets:

1. https://h22189.www2.hp.com/assetdetails/AB12DDDE-1BC7-45CF-85C0-5111FF3A41A4
2. https://h22189.www2.hp.com/assetdetails/A42E02B8-D318-4C00-B9EA-84896D05061C
3. https://h22189.www2.hp.com/assetdetails/B096DC8C-A9F6-41C9-98B6-4018B4E98D10

You will find below details on the mandatory metadata fields for the Image - Product only asset category.



Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets. The titlewill be distributed downstream for publishing.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Language: The language(s), whether written or spoken used in the asset. Usually value will be “none” (since product only images should not contain text).

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and relevance.

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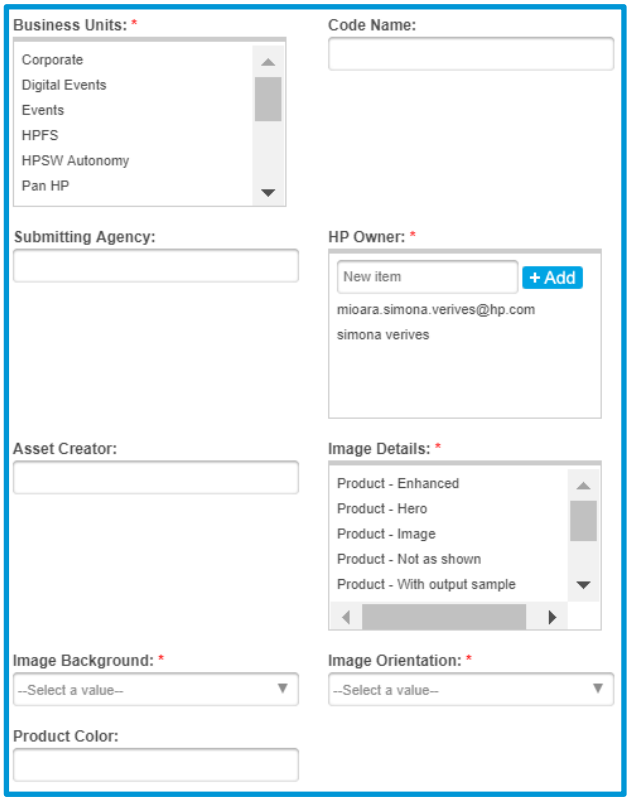
The countries chosen will influence publishing, if your image is relevant only to a specific market please designate it as such.

Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target countries”. The mandatory Target countries field will be filled out with the relevant countries within the selected region.



Business Units: Choose the appropriate business unit according to the topic of the asset.

Code name: Optional field. Use this field to add the HP internal code name, should that be available to you. It is a field relevant in search within Asset Hub.

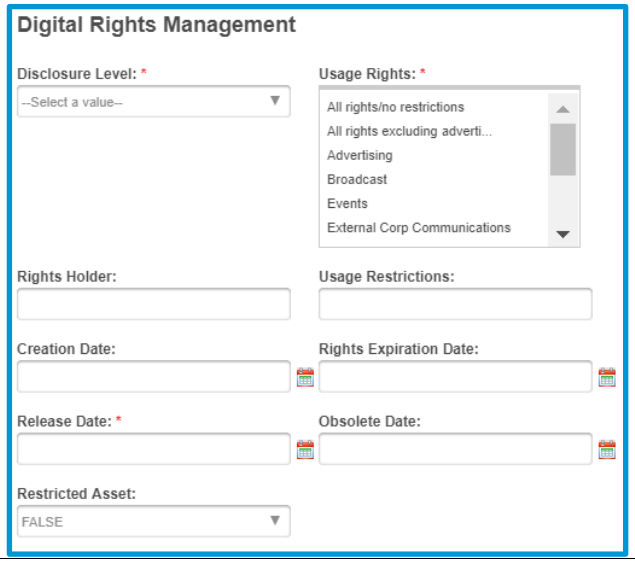
HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).

Image Details: Choose from list the most appropriate description for your image. For example, “hero shots” will use the value “Product – Hero” while standard angle shots will issue the value “Product – Image”

Image Background: Choose from list. Current HP Inc require a white background for product only imagery.

Image Orientation: Orientation of product within the image. For example, if the product is facing your left side as you look at the image, choose “Left facing”.

Product color: Optional field. If your image contains products and color is a relevant factor (same model exists in multiple colors) ensure to add the correct color in this field. It will be used in publishing to determine the correct image- product association.



Disclosure level: Determines asset visibility in Asset Hub as well as eligibility for publishing. Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution

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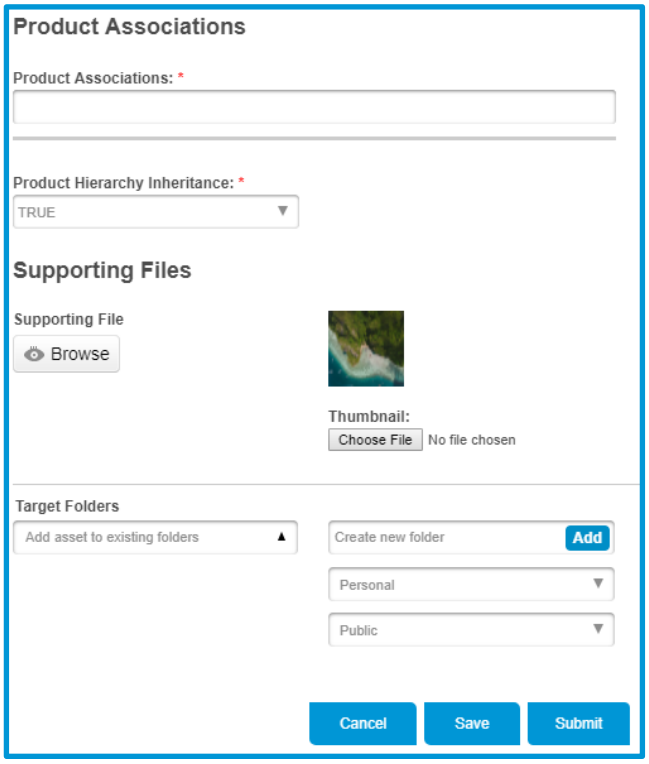
Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. Only released content will be eligible for downstream distribution. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.



Product Associations. The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services. Asset publishing to downstream channels (hp.com, Sales Central, CAP etc) is also done based on product association – make sure the product(s) you are adding is truly relevant to the content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream.

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file. In the case of the Image – Product Only asset category, the supporting file will be, in most cases, the PNG version (with transparent background) of the main image.

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Asset categories: Image – Supporting

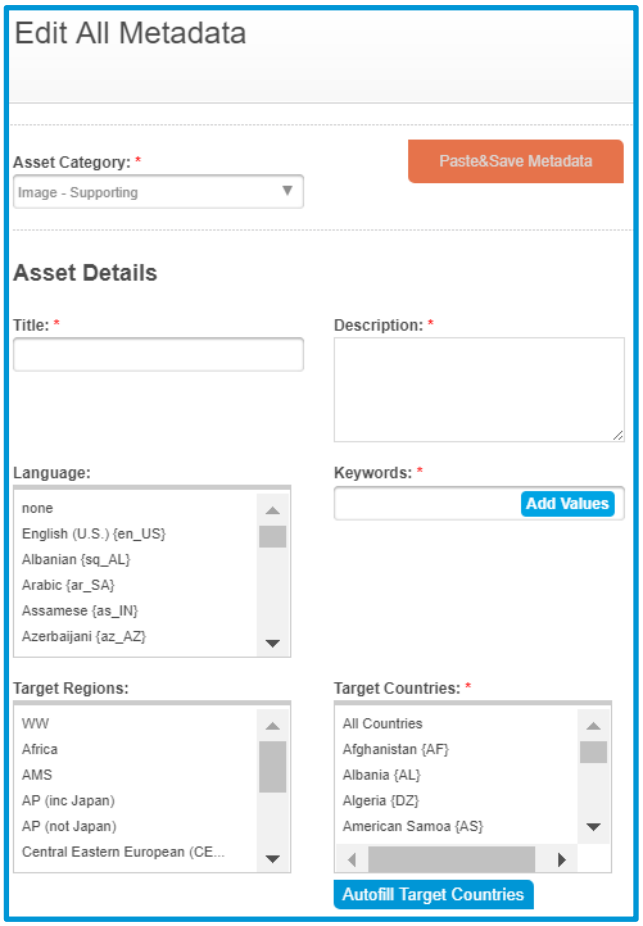
Go back to the Asset Categories Summary

What does it mean?	Environmental images without product or people.
When do we use it?	Any format image can fit within this category as long as it does not contain products or people. Such images can be used as components in other materials if needed. They are not distributed downstream.

Examples of Image – Supporting assets:

1. https://h22189.www2.hp.com/assetdetails/C162A061-FC0B-4CAC-B713-55742BB3E58A
2. https://h22189.www2.hp.com/assetdetails/2A9A3C15-DA54-432A-B5FF-F28C56F6104F
3. https://h22189.www2.hp.com/assetdetails/A80D0BD7-4FD8-4013-A631-74001933AC71

You will find below details on the mandatory metadata fields for the Image - Supporting asset category



Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and relevance.

Target Regions: Optional field, can be used in conjunction with Target Countries. If your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target

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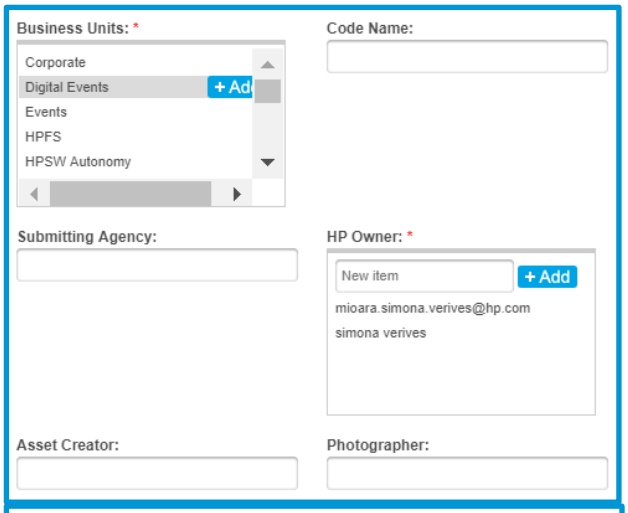
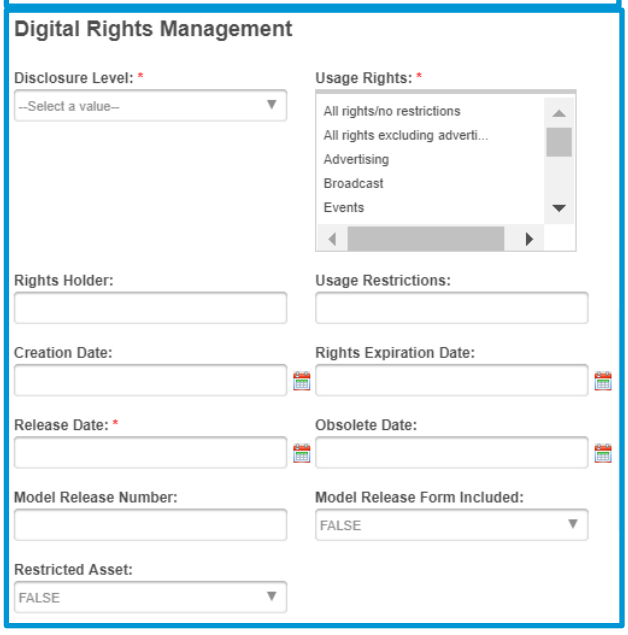
countries". The mandatory Target countries field will be filled out with the relevant countries within the selected region.



Business Units: Choose the appropriate business unit according to the topic of the asset.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).



Disclosure level: Determines asset visibility in Asset Hub. Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". "HP Restricted" assets are visible to HP Employees only and "HP and Channel Partner Internal Use" are visible only for HP employees and Partners (not for agency users).

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions. **Release date:** The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

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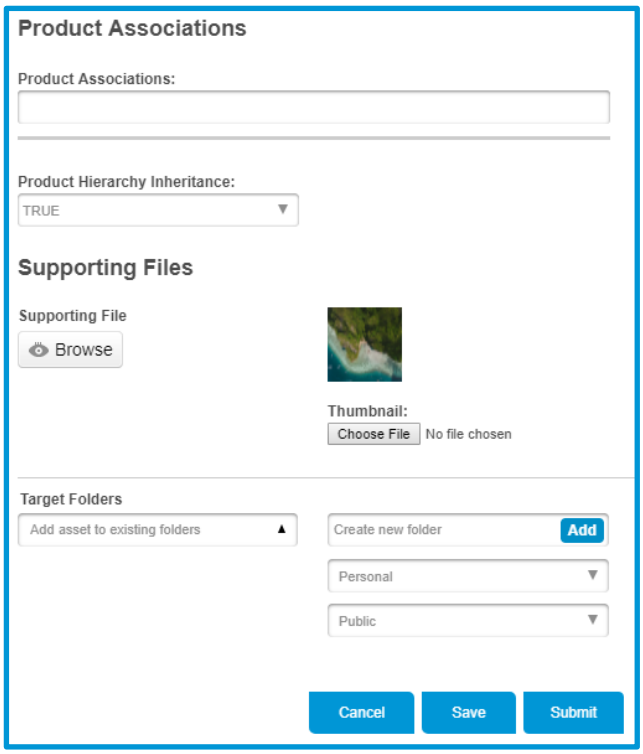

Product Associations: Optional field, The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: Optional field. *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (for example a product image shared by all SKUs in a series).

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Multimedia – Infographic

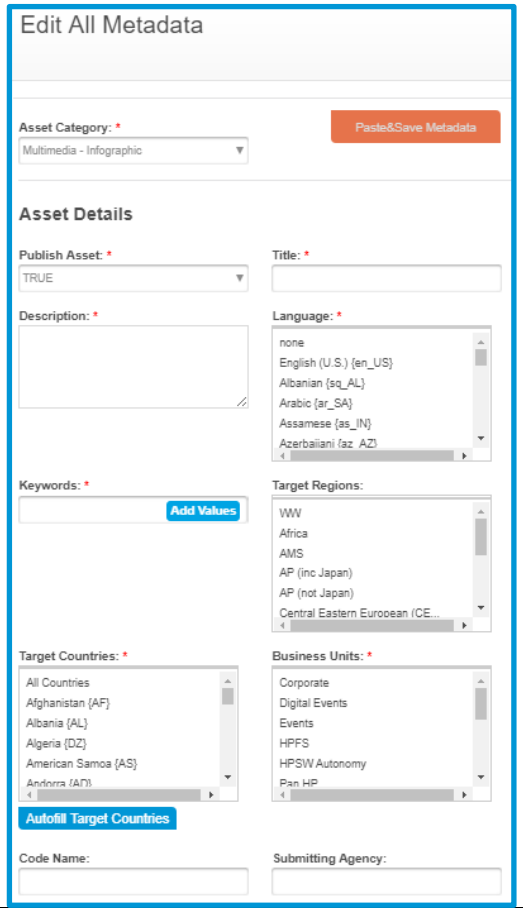
Go back to the Asset Categories Summary

What does it mean?	Infographics are graphic visual presentations of information, data or knowledge intended to present information quickly and clearly. If certain criteria are met these files are deployed to the external Web server and given an external URL. The URL may be distributed in an email, ad, brochure or placed on a web page.
When do we use it?	Asset can be in either PDF or image format. If it is related to a product and meets all publishing criteria, it may be distributed to downstream systems such as CAP, HP Sales Central and in syndication.

Examples of Multimedia – Infographic assets:

1. https://h22189.www2.hp.com/assetdetails/0AD81457-F778-4378-88C3-58A56C8B3492
2. https://h22189.www2.hp.com/assetdetails/8B2EDD54-7D8A-401B-AB5D-BD2E70E670F3
3. https://h22189.www2.hp.com/assetdetails/7C803404-D926-44FF-B3D8-FC8A6B2F0E55

You will find below details on the mandatory metadata fields for the Multimedia – Infographic asset category.



Publish Asset: The default value is set to TRUE. This will distribute your asset to downstream systems such as CAP, HP Sales Central and into syndication. If you do not want to publish your content, make sure to select FALSE for this field.

Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets. The titlewill be distributed downstream for publishing.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Language: The language(s), whether written or spoken used in the asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should

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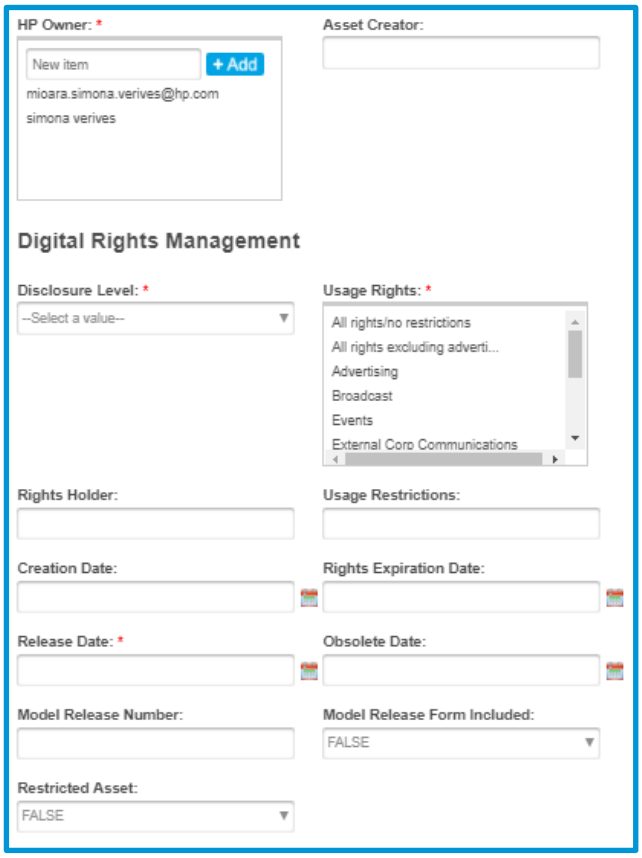
correctly match the asset's target and relevance. The countries chosen will influence publishing. If your image is relevant only to a specific market please designate it as such.

Business Units: Choose the appropriate business unit according to the topic of the asset.



HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. Only released content will be eligible for downstream distribution. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

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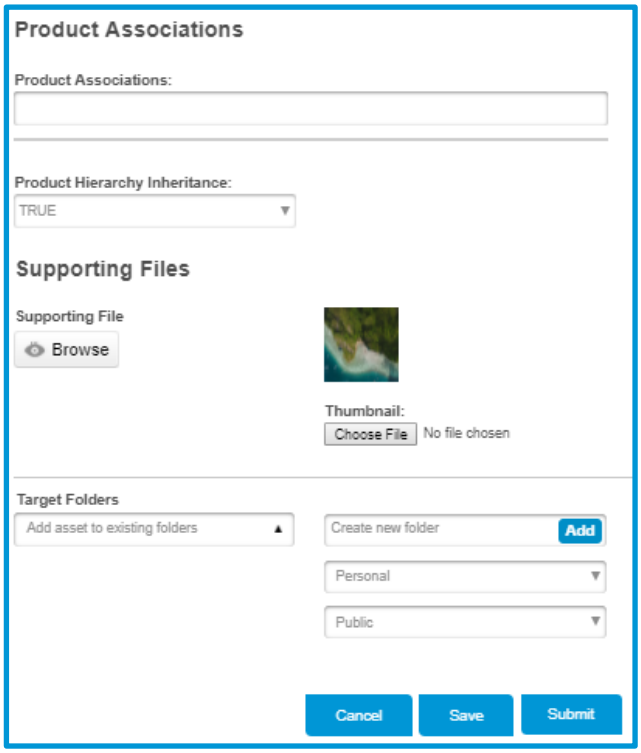

Product Associations:. Optional field. If you expect your asset to be distributed downstream, this field must be filled out.
The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services Asset publishing to downstream channels (hp.com, Sales Central, CAP etc) is also done based on product association – make sure the product(s) you are adding is truly relevant to the content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: Optional field. *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (for example a product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream.

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Multimedia – Interactive Demo

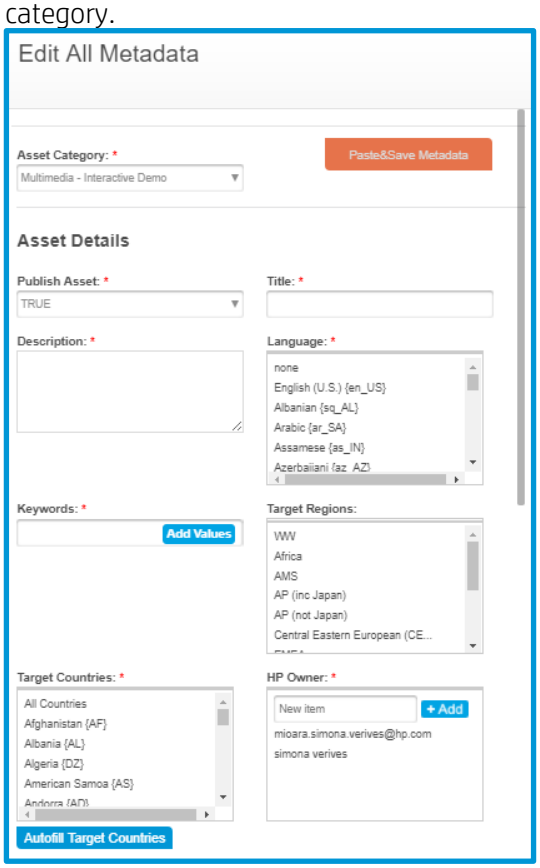
Go back to the Asset Categories Summary

What does it mean?	An interactive demonstration of a product. Its goal is to introduce customers to the product and highlight some of its features. Usually a combination of video, images and animation Interactive demos do not typically function properly if at all outside the HP servers are not downloaded. If certain criteria are met these files are deployed to the external web server and given an external URL. Product association is mandatory. URL and metadata is made available to CAP and Sales Central.
When do we use it?	An interactive demo must respect certain format requirements in order to be properly used downstream: it must be uploaded in a .zip format and it must contain an html launch file that has to be at the root of the .zip (not within a folder inside the zip).

Examples of Multimedia – Interactive demo assets:

1. https://h22189.www2.hp.com/assetdetails/9F39B4D4-2EAF-4D00-8487-C6CE02FB4C2B
2. https://h22189.www2.hp.com/assetdetails/1FBADC95-E53B-4445-A4B9-5503D253AFDA
3. https://h22189.www2.hp.com/assetdetails/88A69571-3938-4503-9387-214517BA2AF8

You will find below details on the mandatory metadata fields for the Multimedia – Interactive demo asset category.



Publish Asset: The default value is set to TRUE. This will distribute your asset to downstream systems such as CAP, HP Sales Central and into syndication. If you do not want to publish your content, make sure to select FALSE for this field

Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets. The titlewill be distributed downstream for publishing.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Language: The language(s), whether written or spoken used in the asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

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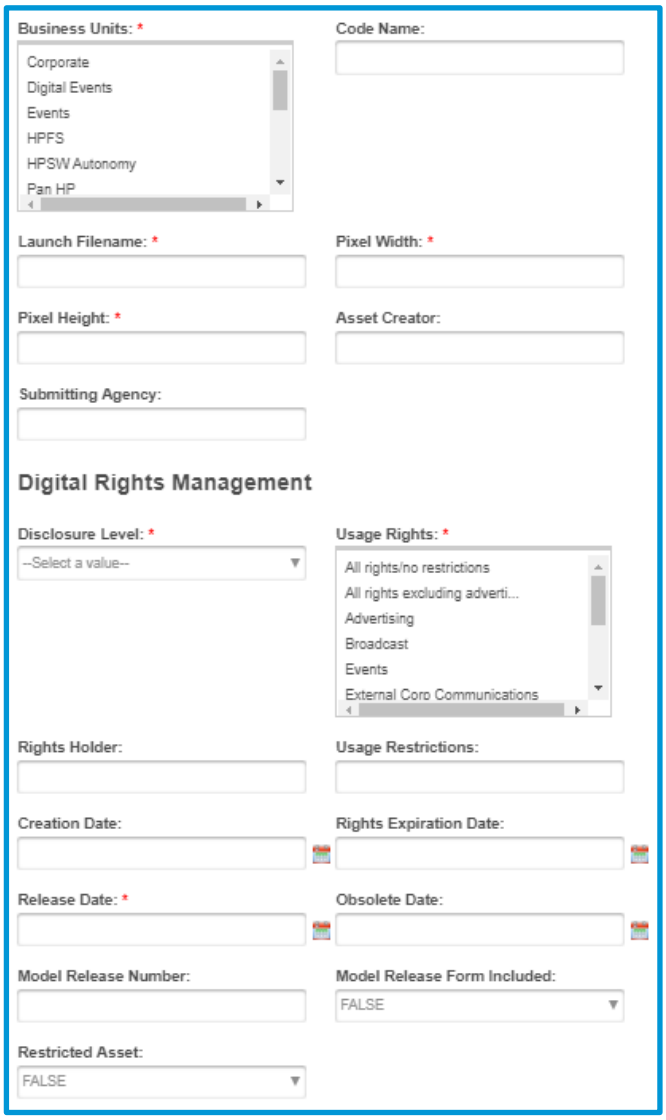
Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and relevance. The countries chosen will influence publishing. If your image is relevant only to a specific market please designate it as such.

Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target countries”. The mandatory Target countries field will be filled out with the relevant countries within the selected region.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).



Business Units: Choose the appropriate business unit according to the topic of the asset.

Code name: Optional field. Use this field to add the HP internal code name, should that be available to you. It is a field relevant in search within Asset Hub.

Launch Filename: The exact name of the .HTML file inside your .zip that will trigger the demo. The HTML file must be at the root of the .zip folder.

Pixel Width: Width of the demo

Pixel Height: Height of the demo

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. Only released content will be eligible for downstream distribution. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

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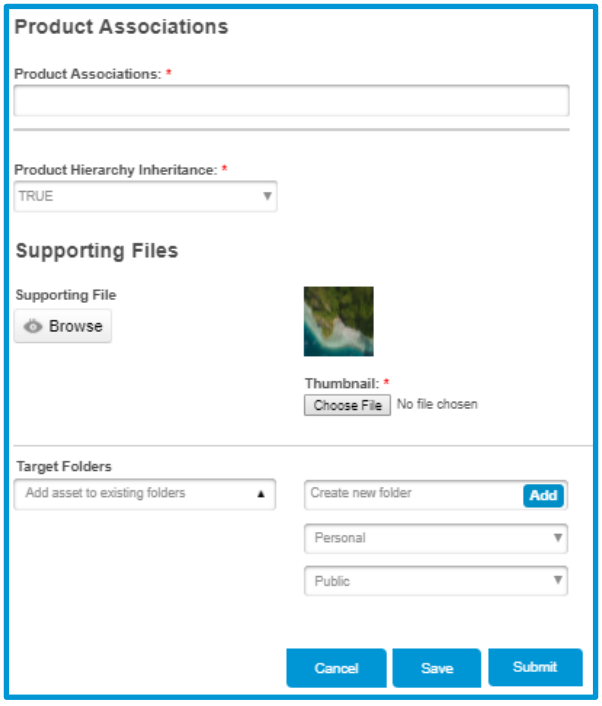

Product Associations: The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services. Asset publishing to downstream channels (hp.com, Sales Central, CAP etc) is also done based on product association – make sure the product(s) you are adding is truly relevant to the content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream.

Thumbnail: Add a representative thumbnail image for the asset. The file should be a 150 x 150 pixels image (jpg, png etc.). It should be unique and representative for the content of the asset, as thumbnails are a quick way for users to visually identify the content they need.

Supporting file: This is not a required field, but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Multimedia – Screensaver

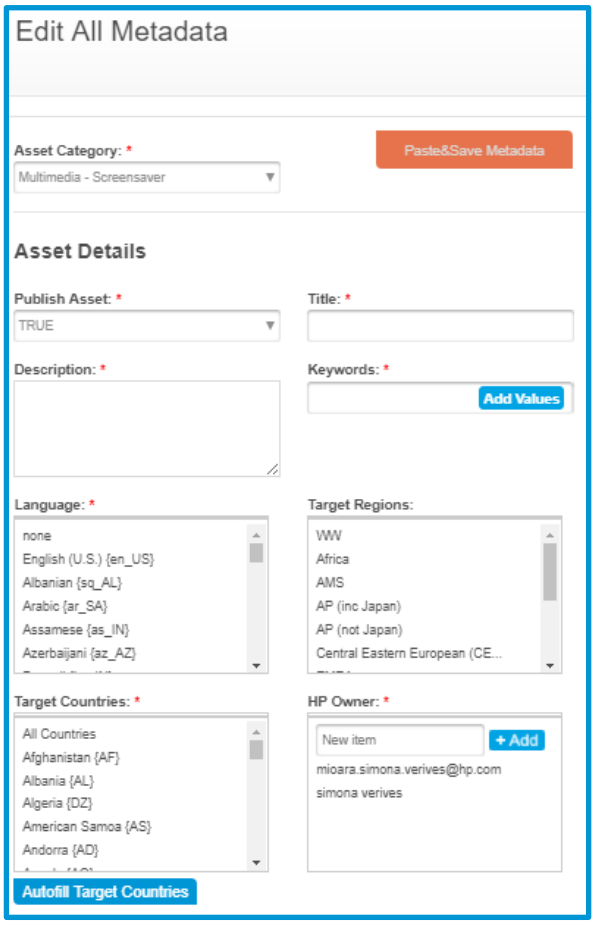
Go back to the Asset Categories Summary

What does it mean?	Screensavers (in exe format) that can be downloaded and installed on local PC/rPOS. If disclosure level is public and deployment is selected as yes, it can be pushed to the server farm and you can obtain a public-facing download URL.
When do we use it?	Only for screensaver materials. The format must be .exe.

Examples of Multimedia – Screensaver assets:

1. https://h22189.www2.hp.com/assetdetails/3A758FD7-EF47-4A47-B802-E43D4E4D62EA
2. https://h22189.www2.hp.com/assetdetails/0F60F093-AB82-4F64-9D62-237B180B233D
3. https://h22189.www2.hp.com/assetdetails/E004605B-FCC7-4D15-9553-9985C9ED22F0

You will find below details on the mandatory metadata fields for the Multimedia - Screensaver asset category.



Publish Asset: The default value is set to TRUE. This will distribute your asset to downstream systems such as CAP, HP Sales Central and into syndication. If you do not want to publish your content, make sure to select FALSE for this field.

Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets. The titlewill be distributed downstream for publishing.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Language: The language(s), whether written or spoken used in the asset.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and

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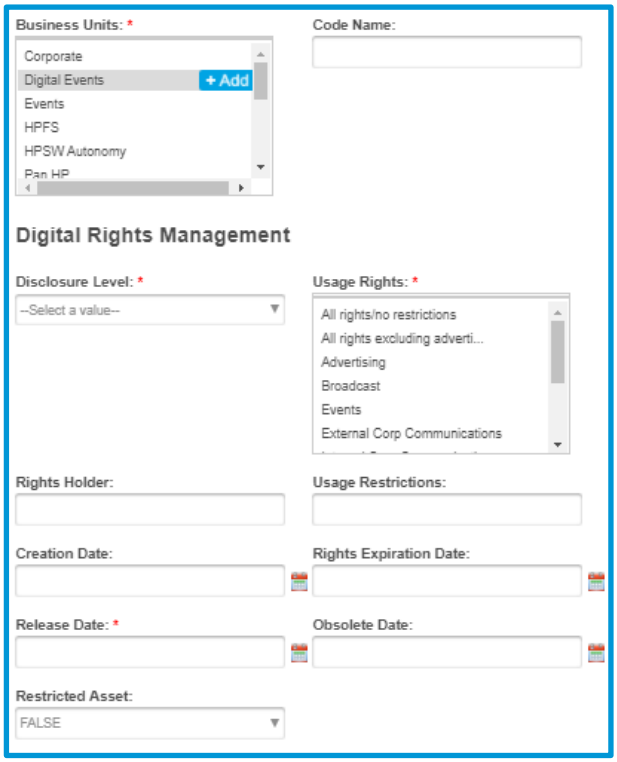
relevance. The countries chosen will influence publishing, if your image is relevant only to a specific market please designate it as such.

Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target countries”. The mandatory Target countries field will be filled out with the relevant countries within the selected region.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).



Business Units: Choose the appropriate business unit according to the topic of the asset.

Code name: Optional field. Use this field to add the HP internal code name, should that be available to you. It is a field relevant in search within Asset Hub.

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. Only released content will be eligible for downstream distribution The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

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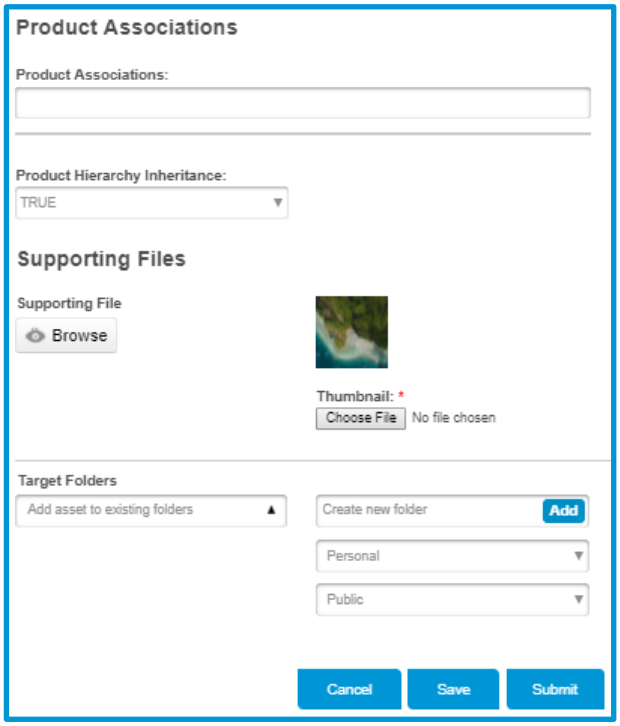

Product Associations:. Optional field. If you expect your asset to be distributed downstream, this field must be filled out.

The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services Asset publishing to downstream channels (hp.com, Sales Central, CAP etc) is also done based on product association – make sure the product(s) you are adding is truly relevant to the content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: Optional field. *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (for example a product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream

Thumbnail: Add a representative thumbnail image for the asset. The file should be a 150 x 150 pixels image (jpg, png etc.). It should be unique and representative for the content of the asset, as thumbnails are a quick way for users to visually identify the content they need.

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Multimedia – Web page

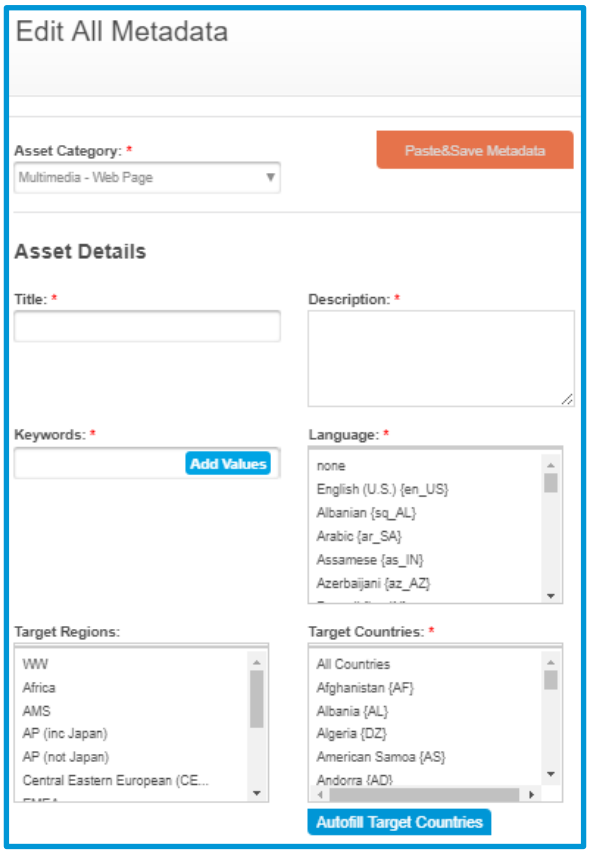
Go back to the Asset Categories Summary

What does it mean?	Landing pages, web banners and other online components.
When do we use it?	For web pages, usually in a .zip format (to ensure all components are available). Currently not distributed to any downstream channel (but enhancement is in the works to change this).

Examples of Multimedia – Web page assets:

1. https://h22189.www2.hp.com/assetdetails/4D72A555-B1BF-4687-A32D-BF0DA9D3D87C
2. https://h22189.www2.hp.com/assetdetails/43B3FEFA-0AF4-44DB-B766-2DCA2A7B8552
3. https://h22189.www2.hp.com/assetdetails/A20CA8AA-894F-4E73-B22B-FD22BA445BAD

You will find below details on the mandatory metadata fields for the Multimedia – Web Page asset category.



Title: Visible on the thumbnail in the Asset Library. Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Language: The language(s), whether written or spoken used in the asset.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and relevance.

Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on "Autofill target countries". The mandatory Target countries field will be filled out with the relevant countries within the selected region.

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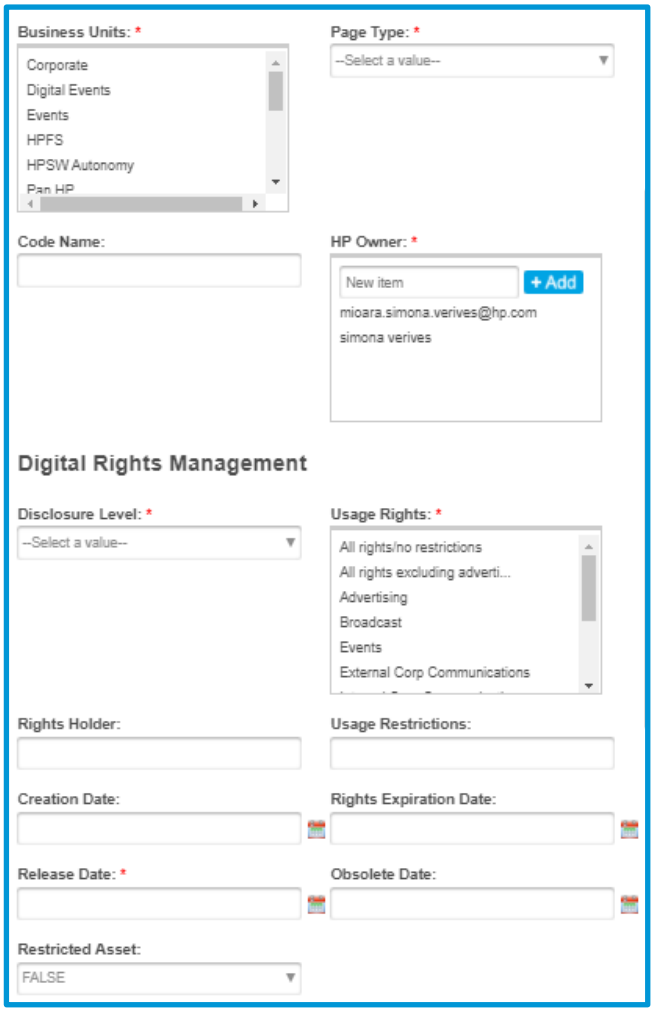

Business Units: Choose the appropriate business unit according to the topic of the asset.

Page Type: Choose the appropriate web page format from the list: Banner, Landing page (PSD or HTML format), Model Description Page (on hp.com), Module, Product Description Page (on hp.com) or Social Assets

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users).

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

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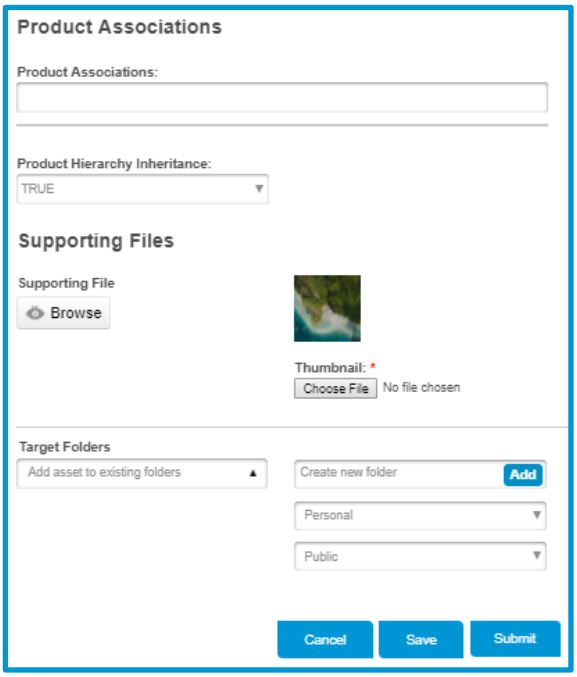

Thumbnail: Add a representative thumbnail image for the asset. The file should be be a 150 x 150 px image (jpg, png etc.). It should be unique and representative for the content of the asset, as thumbnails are a quick way for users to visually identify the content they need

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Video – Animation

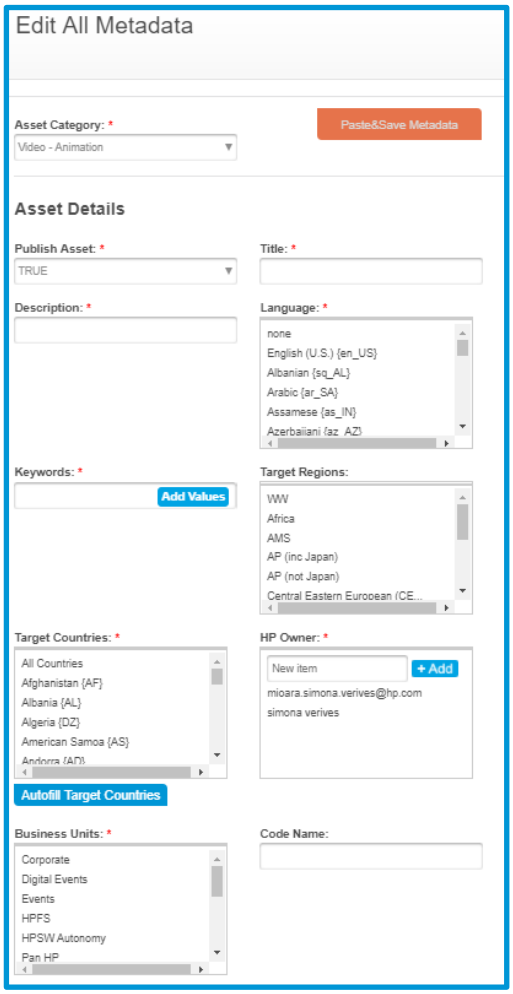
Go back to the Asset Categories Summary

What does it mean?	Typically a 360 degree rotation of the product. If certain criteria are met these assets are Published to Brightcove or YouTube. The embed code and metadata are made available to CAP.
When do we use it?	For any product related animated video. Can be a 360 rotation (per the description) or any other animation. Must always be a video file.

Examples of Video – Animation assets:

1. https://h22189.www2.hp.com/assetdetails/0C61172C-C74D-49E0-BFFD-D7110E0FE82B
2. https://h22189.www2.hp.com/assetdetails/2929727C-08CD-4843-8449-0B2D77F9A542
3. https://h22189.www2.hp.com/assetdetails/A1040B0E-7500-44FE-80C3-13D09A5EBDF8

You will find below details on the mandatory metadata fields for the Video - Animation asset category.



Publish Asset: The default value is set to TRUE. This will distribute your asset to downstream systems such as CAP. If you do not want to publish your content, make sure to select FALSE for this field.

Title: Visible on the thumbnail in the Asset Library. Visible in the Video Gallery (for videos only). Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets. The titlewill be distributed downstream for publishing.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Language: The language(s), whether written or spoken used in the asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and relevance. The countries

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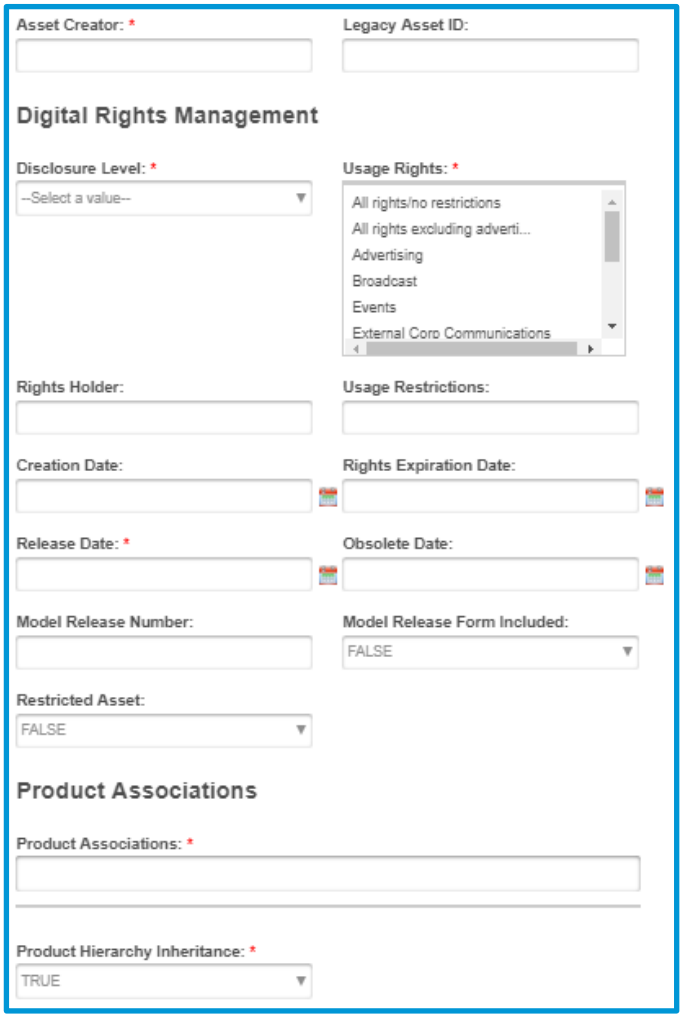
chosen will influence publishing. If your image is relevant only to a specific market, please designate it as such.

Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target countries”. The mandatory Target countries field will be filled out with the relevant countries within the selected region.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).

Business Units: Choose the appropriate business unit according to the topic of the asset.

Code name: Optional field. Use this field to add the HP internal code name, should that be available to you. It is a field relevant in search within Asset Hub.



Asset Creator: Name of creative agency responsible for producing the video.

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution.

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users and cannot be published downstream until release date. You can prevent content leaks by ensuring your release date is kept up to date. Only released content will be eligible for downstream distribution. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

Product Associations:. The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services. Asset publishing to downstream channels (CAP) is also done based on product

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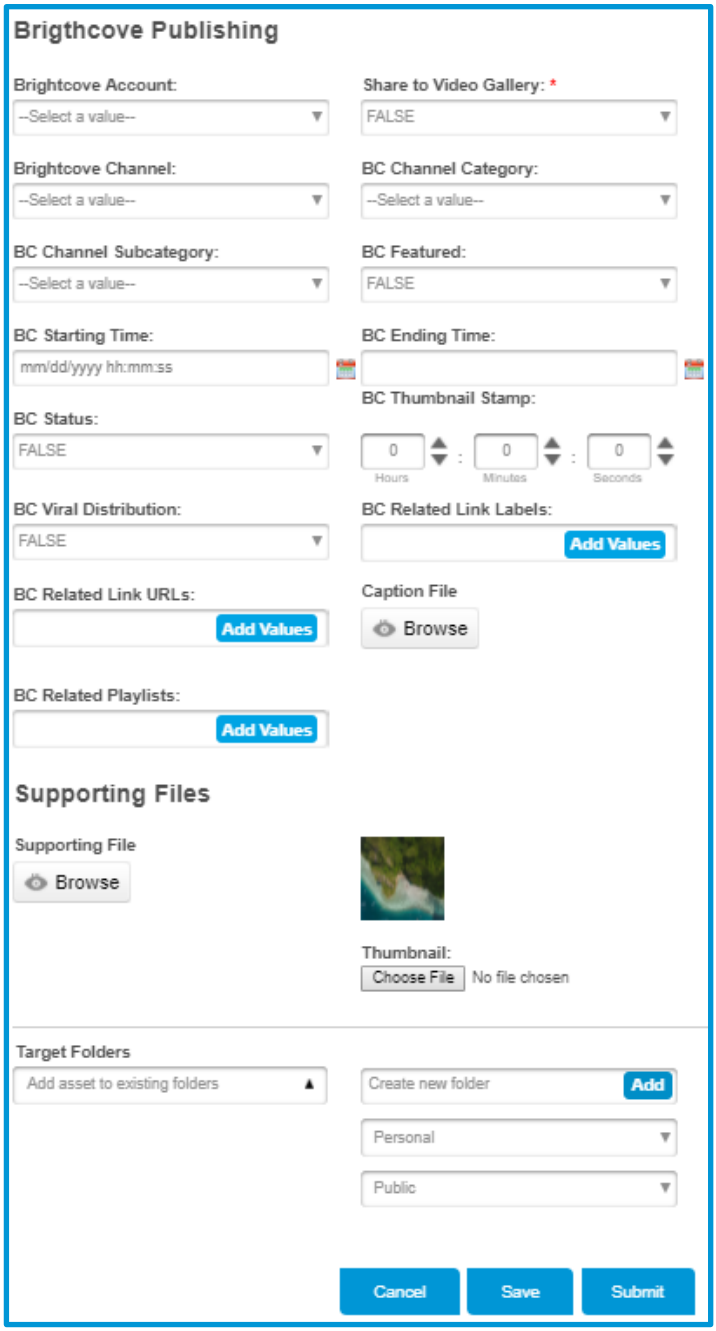
association – make sure the product(s) you are adding is truly relevant to the content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream.



This section is relevant if you expect your video to be pushed to Brightcove or to downstream systems such as CAP, Publishing to Brightcove is required if you want your video available downstream or if you want an embed code to use on a web page, newsletter or in any other context.

If you do not see this section, or any options under the "Brightcove Account" field on the Deploy tab on videos already available in Asset Hub, log a ticket with support to obtain access.

Brightcove Account: Corporate: for all videos related to HP as a company / Printing; for all print-related videos / Computing: for all PC related videos.

Share to Video Gallery: default selection is FALSE. If you want your video to appear on the HP Video Gallery (http://hp.brightcovegallery.com/products), which will offer you a direct streaming link, select TRUE. Availability in the Video Gallery is not required for downstream publishing, only availability in one of the Brightcove accounts listed above.

The following fields are optional and will determine the location of your video within the Video Gallery: **BC Channel, BC Channel Category, BC Channel Subcategory.**

BC Starting Time. Optional field. You can control the exact date and time when your video goes live through this field. If your video is pre-released and you need an

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embed code it's highly recommended to add the release date into this field in order to prevent content leaks. The video will go live on the date specified, but any link or embed code obtained prior to this date will remain the same.

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Video – Corporate

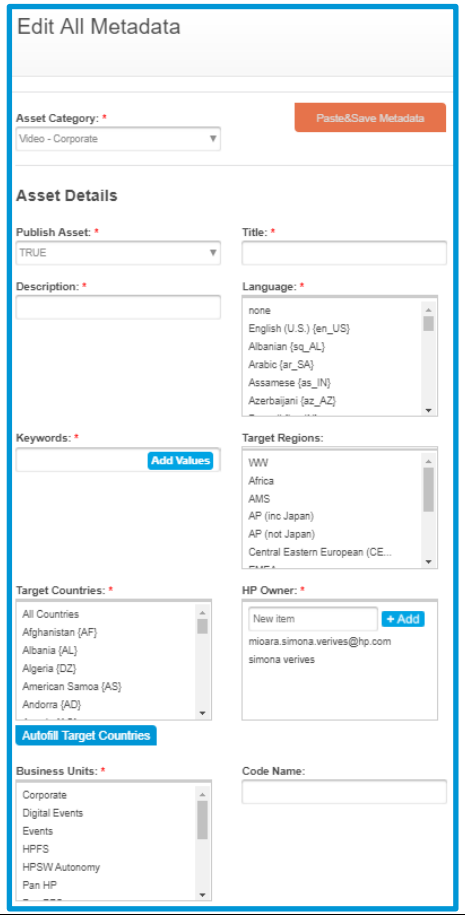
Go back to the Asset Categories Summary

What does it mean?	A corporate video refers to corporate communications material commissioned primarily for a use by a company, corporation or organization. This may include product, service or company promotional videos, training videos and information videos. Video can be pushed to Brightcove if all metadata conditions are met and, if product association is added, it can be pushed to CAP and Sales Central.
When do we use it?	Use for videos that are not product demos. It may be HP generic and discuss the company as a whole or more specific to certain services or products. If products are mentioned, it can be associated with product hierarchy and made available for downstream distribution.

Examples of Video – Corporate assets:

1. https://h22189.www2.hp.com/assetdetails/26EE9DFE-355B-4E48-A1E6-893CC6B6D134
2. https://h22189.www2.hp.com/assetdetails/0AEAAF57-F56C-42AE-96E5-907A72FB6315
3. https://h22189.www2.hp.com/assetdetails/99B6E20D-A8A0-4EAD-A765-E02F53581C8F

You will find below details on the mandatory metadata fields for the Video - Corporate asset category.



Publish Asset: The default value is set to TRUE. This will distribute your asset to downstream systems such as CAP, HP Sales Central and into syndication. If you do not want to publish your content, make sure to select FALSE for this field.

Title: Visible on the thumbnail in the Asset Library. Visible in the Video Gallery (for videos only). Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Language: The language(s), whether written or spoken used in the asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's

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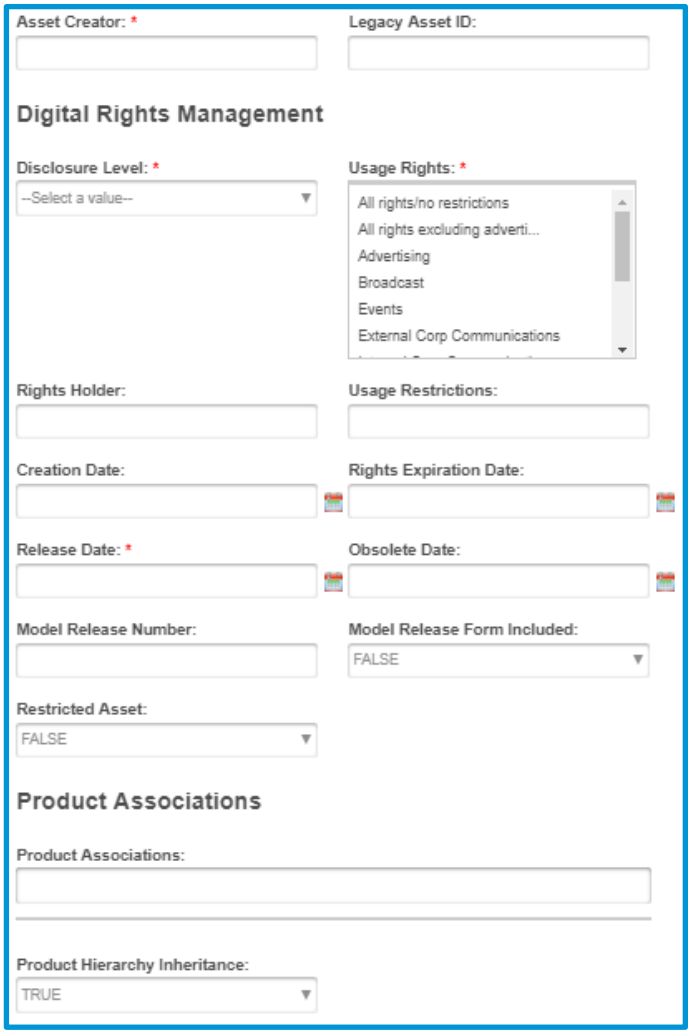
target and relevance. The countries chosen will influence publishing. If your image is relevant only to a specific market, please designate it as such.

Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target countries”. The mandatory Target countries field will be filled out with the relevant countries within the selected region.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).

Business Units: Choose the appropriate business unit according to the topic of the asset.

Code name: Optional field. Use this field to add the HP internal code name, should that be available to you. It is a field relevant in search within Asset Hub.



Asset Creator: Name of creative agency responsible for producing the video.

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution.

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users and cannot be published downstream until release date. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

Product Associations: Optional field. If you expect your asset to be distributed downstream, this field must be filled out.

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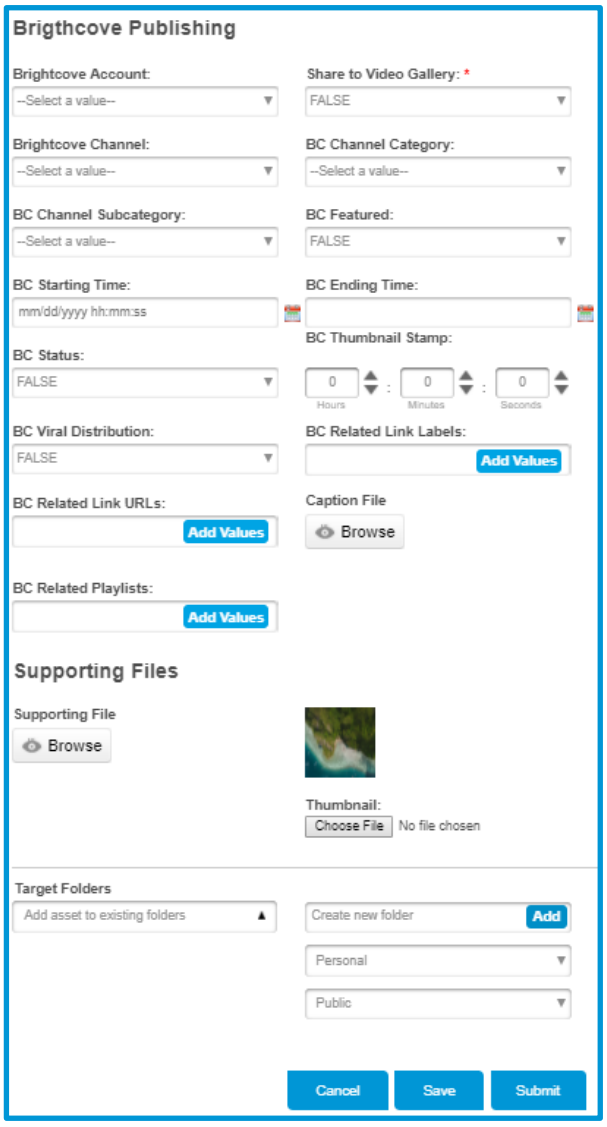
The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services Asset publishing to downstream channels (hp.com, Sales Central, CAP etc) is also done based on product association – make sure the product(s) you are adding is truly relevant to the content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: Optional field. *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (for example a product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream.



This section is relevant if you expect your video to be pushed to Brightcove or to downstream systems such as CAP or HP Sales Central or in syndication, Publishing to Brightcove is required if you want your video available downstream or if you want an embed code to use on a web page, newsletter or in any other context.

If you do not see this section, or any options under the "Brightcove Account" field on the Deploy tab on videos already available in Asset Hub, log a ticket with support to obtain access.

Brightcove Account: Corporate: for all videos related to HP as a company / Printing; for all print-related videos / Computing: for all PC related videos.

Share to Video Gallery: default selection is FALSE. If you want your video to appear on the HP Video Gallery (http://hp.brightcovegallery.com/products), which will offer you a direct streaming link, select TRUE. Availability in the Video Gallery is not required for downstream publishing, only availability in one of the Brightcove accounts listed above.

The following fields are optional and will determine the location of your video within the Video Gallery: **BC Channel, BC Channel Category, BC Channel Subcategory.**

BC Starting Time. Optional field. You can control the exact date and time when your video goes live through this field. If your video is pre-released and you need an embed code it's highly recommended to add the release date into this field in order to

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prevent content leaks. The video will go live on the date specified, but any link or embed code obtained prior to this date will remain the same.

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Video – Product overview

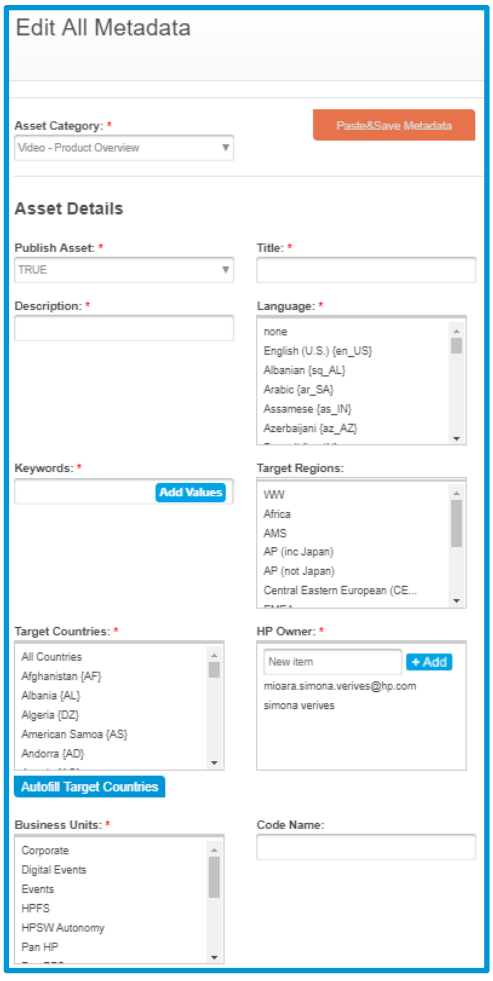
Go back to the Asset Categories Summary

What does it mean?	Customer facing video supporting a product or solution (such as Mobility Solutions, Workflow solutions etc) launch, highlighting the key selling points. Product Association is mandatory. The embed code and metadata are made available to CAP and Sales Central.
When do we use it?	Videos highlighting attributes of one or multiple HP products. Video should be focused on the product itself, not on HP as a company.

Examples of Video – Product overview assets:

1. https://h22189.www2.hp.com/assetdetails/388EA3FB-2F3C-4899-8006-BEBF41446D3E
2. https://h22189.www2.hp.com/assetdetails/1FEF3ECB-CFCB-4AB6-A0E2-C9DD1FA12DCC
3. https://h22189.www2.hp.com/assetdetails/2EF560D8-98F3-4B97-BDBE-18C22688841C

You will find below details on the mandatory metadata fields for the Video – Product Overview asset category.



Publish Asset: The default value is set to TRUE. This will distribute your asset to downstream systems such as CAP, HP Sales Central and into syndication. If you do not want to publish your content, make sure to select FALSE for this field.

Title: Visible on the thumbnail in the Asset Library. Visible in the Video Gallery (for videos only). Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets. The titlewill be distributed downstream for publishing.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Language: The language(s), whether written or spoken used in the asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the asset's target and relevance. The countries chosen will influence

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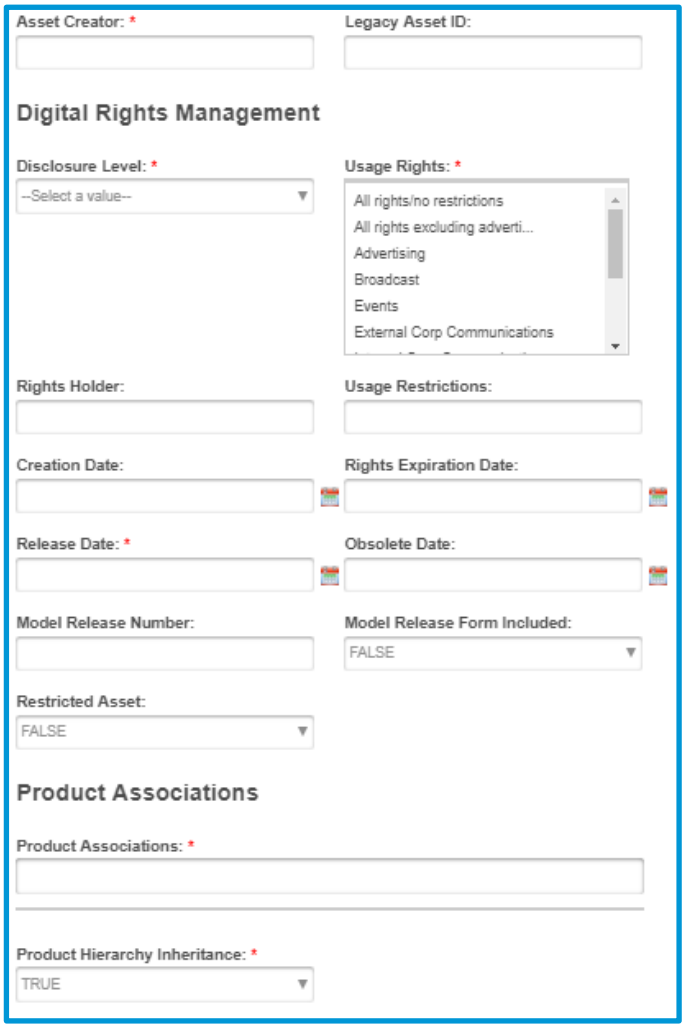
publishing. If your image is relevant only to a specific market, please designate it as such.

Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target countries”. The mandatory Target countries field will be filled out with the relevant countries within the selected region.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).

Business Units: Choose the appropriate business unit according to the topic of the asset.

Code name: Optional field. Use this field to add the HP internal code name, should that be available to you. It is a field relevant in search within Asset Hub.



Asset Creator: Name of creative agency responsible for producing the video.

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution.

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users and cannot be published downstream until release date. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

Product Associations: The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services Asset publishing to downstream channels (hp.com, Sales Central, CAP etc) is also done based on product association – make sure the product(s) you are adding is truly relevant to the

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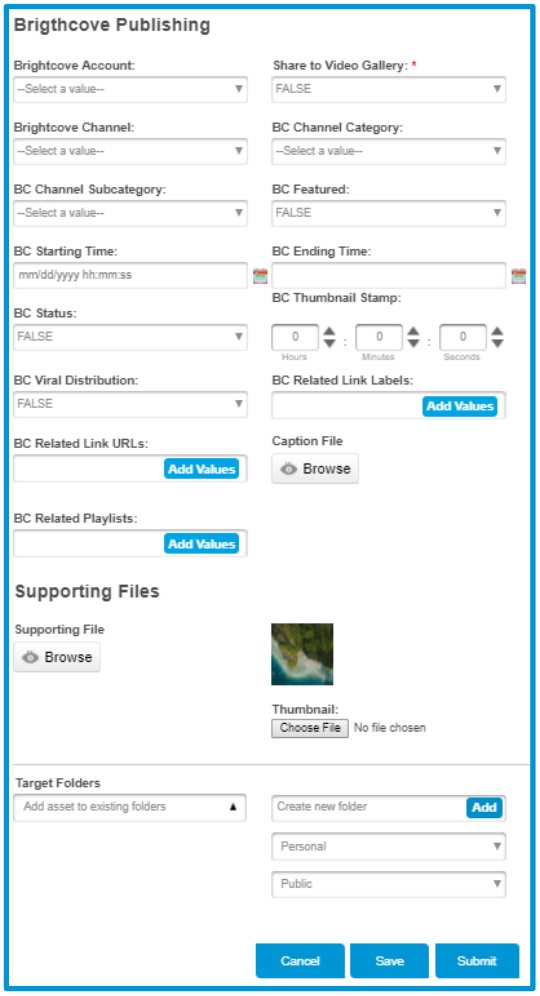
content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level

Product Hierarchy Inheritance: *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream.



This section is relevant if you expect your video to be pushed to Brightcove or to downstream systems such as CAP or HP Sales Central or in syndication, Publishing to Brightcove is required if you want your video available downstream or if you want an embed code to use on a web page, newsletter or in any other context.

If you do not see this section, or any options under the "Brightcove Account" field on the Deploy tab on videos already available in Asset Hub, log a ticket with support to obtain access.

Brightcove Account: Corporate: for all videos related to HP as a company / Printing; for all print-related videos / Computing: for all PC related videos.

Share to Video Gallery: default selection is FALSE. If you want your video to appear on the HP Video Gallery (http://hp.brightcovegallery.com/products), which will offer you a direct streaming link, select TRUE. Availability in the Video Gallery is not required for downstream publishing, only availability in one of the Brightcove accounts listed above.

The following fields are optional and will determine the location of your video within the Video Gallery: **BC Channel, BC Channel Category, BC Channel Subcategory**

BC Starting Time. Optional field. You can control the exact date and time when your video goes live through this field. If your video is pre-released and you need an embed code it's highly recommended to add the release date into this field in order to prevent content leaks. The video will go live on the date specified, but any link or embed code obtained prior to this date will remain the same.

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Asset categories: Video – Support

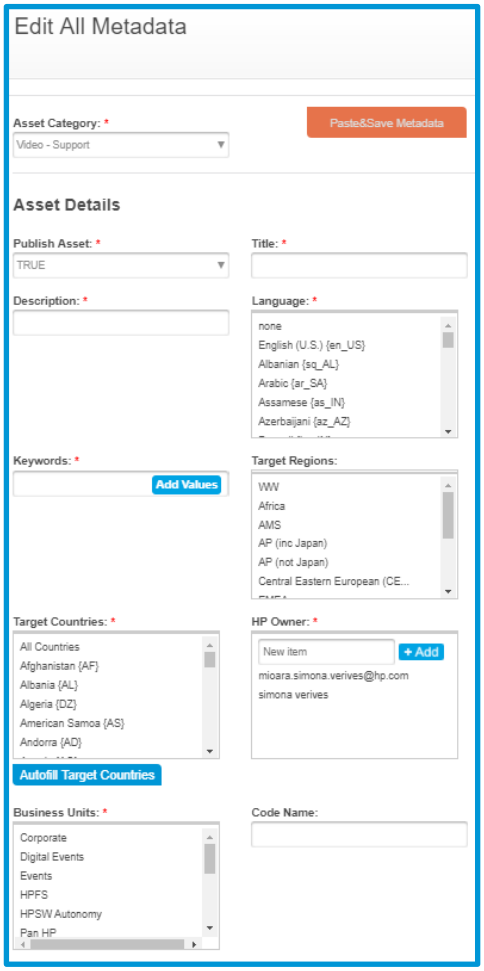
Go back to the Asset Categories Summary

What does it mean?	Customer facing educational videos about troubleshooting HP products or highlighting "how to use" messages for certain product features. Video can be pushed to Brightcove if all metadata conditions are met and, if product association is added, it can be pushed to CAP.
When do we use it?	Videos strictly focused on troubleshooting or supporting certain features of the product.

Examples of Video – Support assets:

1. https://h22189.www2.hp.com/assetdetails/0D33A630-5687-4EF7-8B8D-D8D62B1FD650
2. https://h22189.www2.hp.com/assetdetails/89ED10AA-C1B0-452D-9AD4-680265D675ED
3. https://h22189.www2.hp.com/assetdetails/07045981-5C6D-4119-98E5-3319A3FD0229

You will find below details on the mandatory metadata fields for the Video - Support asset category.



Publish Asset: The default value is set to TRUE. This will distribute your asset to downstream systems such as CAP. If you do not want to publish your content, make sure to select FALSE for this field.

Title: Visible on the thumbnail in the Asset Library. Visible in the Video Gallery (for videos only). Indexed for search in Asset Hub. Title must be relevant for the asset content – and must include whatever makes the asset unique. Do not use the same title on multiple assets. The titlewill be distributed downstream for publishing.

Description: 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Focus on unique characteristics of your asset.

Language: The language(s), whether written or spoken used in the asset.

Keywords: Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings.

Target Countries: The country or countries the asset is intended for use in. When selecting All Countries the asset is suitable for use worldwide. The countries selected should correctly match the

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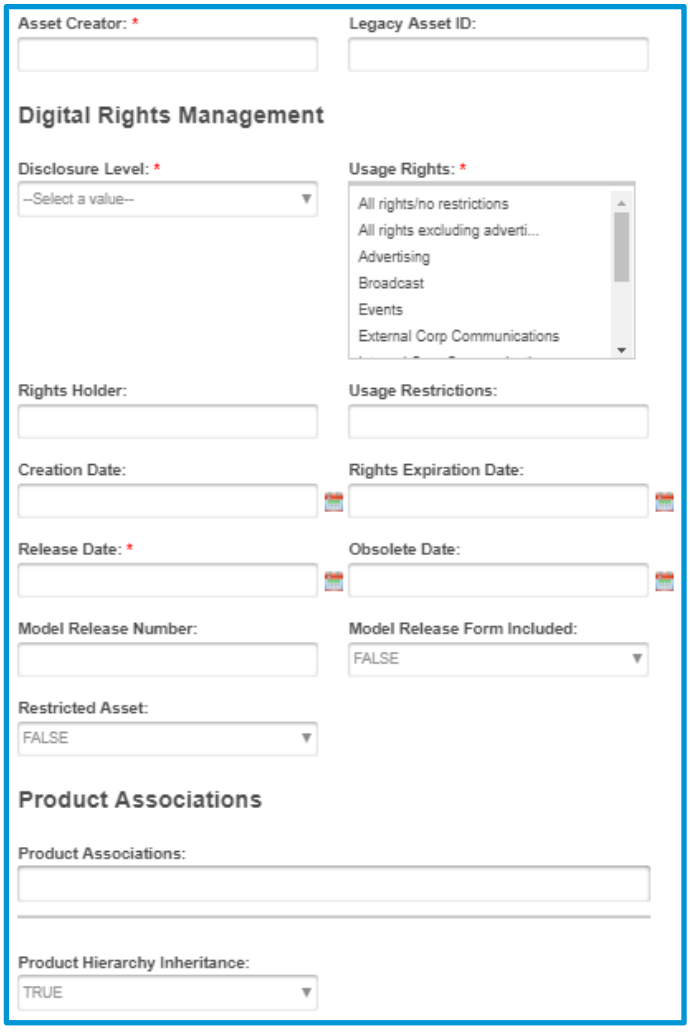
asset's target and relevance. The countries chosen will influence publishing. If your image is relevant only to a specific market, please designate it as such.

Target Regions: Optional field, can be used in conjunction with Target Countries: if your asset is valid for a specific region, choose the relevant region from the list and click on “Autofill target countries”. The mandatory Target countries field will be filled out with the relevant countries within the selected region.

HP Owner: HP owner of the asset, must always be an email address (ie john.doe@hp.com).

Business Units: Choose the appropriate business unit according to the topic of the asset.

Code name: Optional field. Use this field to add the HP internal code name, should that be available to you. It is a field relevant in search within Asset Hub.



Asset Creator: Name of creative agency responsible for producing the video.

Disclosure level: Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". “HP Restricted” assets are visible to HP Employees only and "HP and Channel Partner Internal Use“ are visible only for HP employees and Partners (not for agency users). Only “Public” assets are eligible for downstream distribution.

Usage rights: Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

Release date: The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users and cannot be published downstream until release date. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.

Product Associations:. Optional field. If you expect your asset to be distributed downstream, this field must be filled out.

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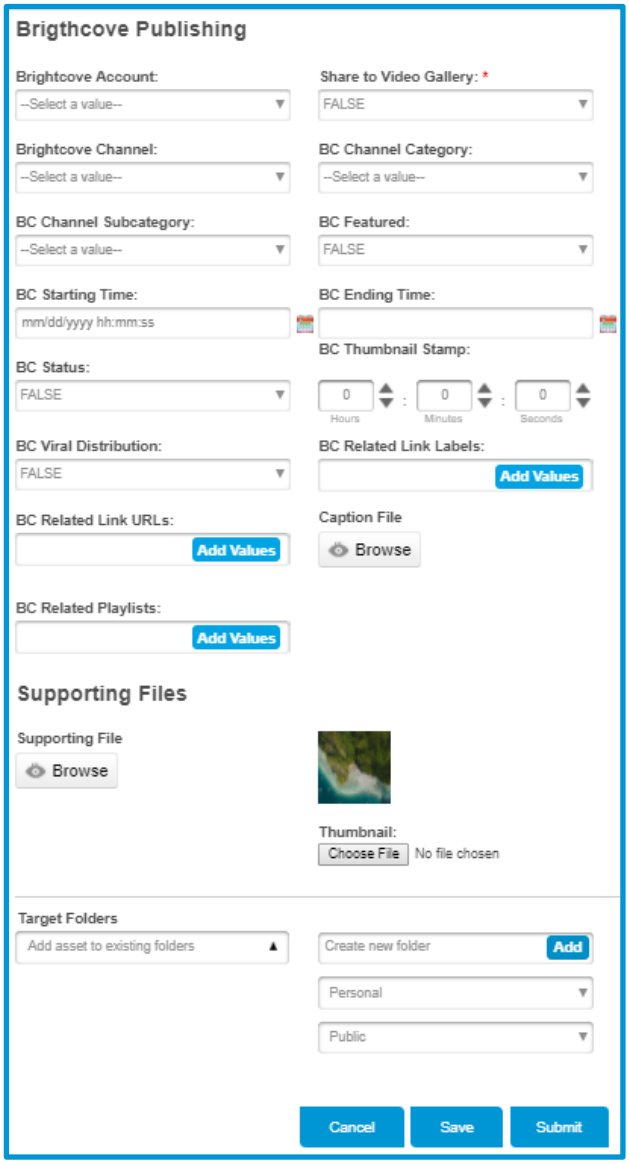
The Product Associations field pulls data from Product Master (official HP system of record for product hierarchy). Accurate association makes it faster and easier to find assets about specific products or services Asset publishing to downstream channels (CAP etc) is also done based on product association – make sure the product(s) you are adding is truly relevant to the content of your asset. Users can assign multiple nodes from the same level of the HP Product Master Tree (for example, you can assign multiple SKUs or multiple series, but you cannot combine them). It is not encouraged to associate content at levels higher than series unless you are certain the content of your asset is broad enough to cover all current and future products under that specific level.

Product Hierarchy Inheritance: Optional field. *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (for example a product image shared by all SKUs in a series). The choice in this field will determine the content distribution downstream.



This section is relevant if you expect your video to be pushed to Brightcove or to downstream systems such as CAP. Publishing to Brightcove is required if you want your video available downstream or if you want an embed code to use on a web page, newsletter or in any other context.

If you do not see this section, or any options under the "Brightcove Account" field on the Deploy tab on videos already available in Asset Hub, log a ticket with support to obtain access.

Brightcove Account: Corporate: for all videos related to HP as a company / Printing; for all print-related videos / Computing: for all PC related videos.

Share to Video Gallery: default selection is FALSE. If you want your video to appear on the HP Video Gallery (http://hp.brightcovegallery.com/products), which will offer you a direct streaming link, select TRUE. Availability in the Video Gallery is not required for downstream publishing, only availability in one of the Brightcove accounts listed above.

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prevent content leaks. The video will go live on the date specified, but any link or embed code obtained prior to this date will remain the same.

Supporting file: This is not a required field but you can use it if there is any additional material pertaining to the asset you have just loaded (details on how to use the material, additional documentation or source files etc). You can add as many supporting files as are needed and they can be in any format. The supporting file will not be searchable on its own in Asset Hub and it can be downloaded only when accessing the main file.

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Support

Go back to the Asset Categories Summary

Asset Hub has taken support to the next level! The new Marketing Application Support Interface has been launched. Its highly intuitive interface enables quick and easy access to the helpdesk and self-help resources from a large range of devices including smartphones and tablets.

Try it now! Login to the Marketing Application Support Interface, with your email-address and password to browse self-help resources or contact the helpdesk.

Content and design by Marketing Application Support & Services (MASS)
Contact MASS for feedback.

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