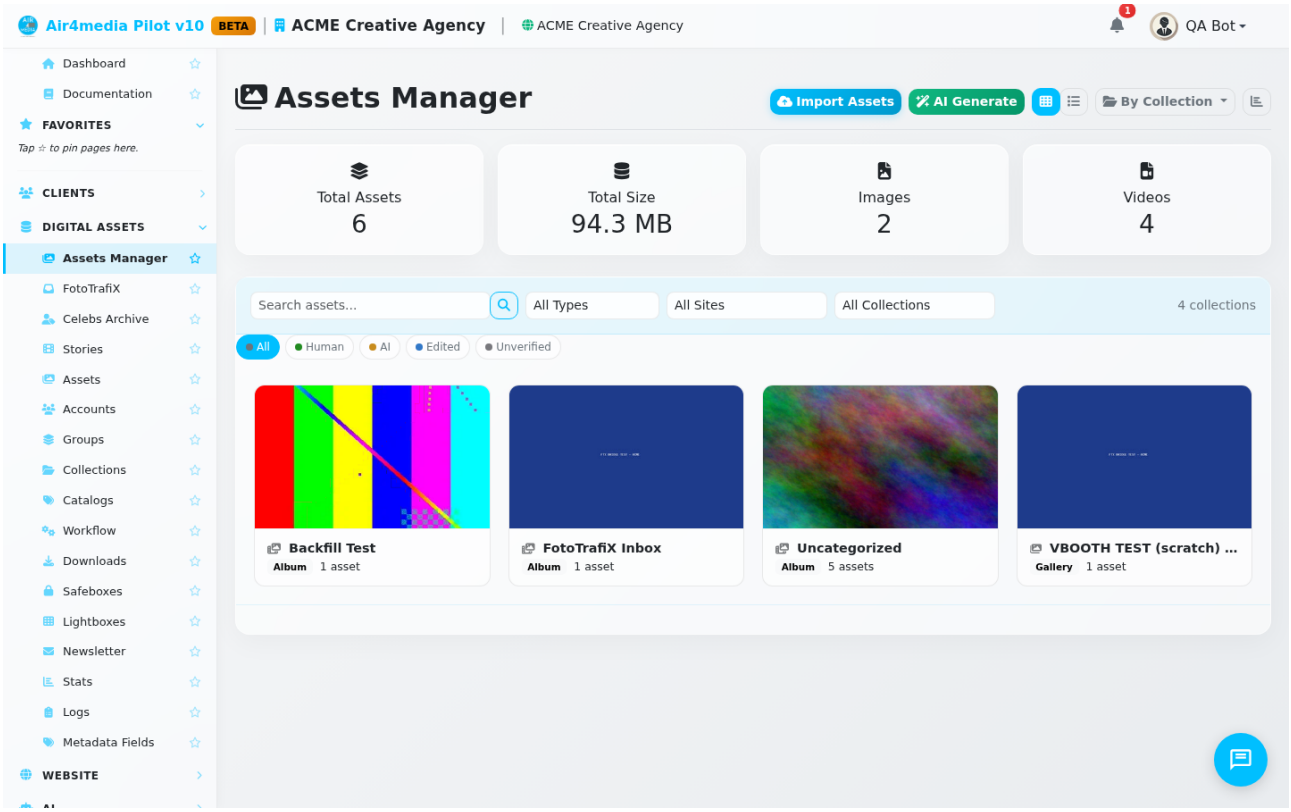

The Assets Manager is Pilot's digital asset management (DAM) system — your central library for all media files: images, videos, audio, and documents. For ACME Creative Agency, every campaign image, client photo, and brand asset lives in one searchable, organized place.

Key Features

- **Grid & List Views**: Switch between a visual thumbnail grid and a detailed list view using the toggle in the top-right corner
- **Stats Dashboard**: See total asset count, storage used, and image/video breakdowns at a glance (collapsible to save screen space)
- **Cloud Storage**: Your assets are held in secure cloud storage built for fast, reliable delivery
- **AI Image Generation**: Create images from a text prompt using DALL-E 3 (5 credits) or Gemini (3 credits) — your credit balance is shown before you generate
- **Albums**: Organize assets into named albums — a plain album, a gallery, a campaign, a catalog or a project — and click any album card to drill into what is inside it
- **Content Provenance (C2PA)**: Automatically validates the digital origin of each asset — see whether an image was human-captured, AI-generated, or AI-edited, and filter your library by provenance
- **Metadata & EXIF**: Each asset stores title, alt text, description, tags, copyright, and usage rights; photos include extracted camera data with a full EXIF/IPTC viewer
- **Usage Rights Tracking**: Flag assets as Commercial, Editorial, Restricted, or Unknown

- **Feature Image Assignment**: Set any asset as the cover image for a Campaign, Gallery, or Catalog directly from the asset detail panel

How to Use

Uploading Assets

1. Click **Import Assets** in the top-right
2. Optionally assign to a Campaign, Gallery, or Catalog before uploading
3. Drag and drop files or click to browse — supports JPG, PNG, GIF, WebP, and common video formats
4. Use the **Server Import** tab to scan and bulk-import files already stored on the server

Generating Images with AI

1. Click **AI Generate** (wand icon) — your current credit balance is shown
2. Choose **DALL-E 3** (5 credits, HD option available) or **Gemini** (3 credits, more aspect ratios)
3. Enter a description up to 4,000 characters and adjust size or quality settings
4. Click **Generate Image** — DALL-E also shows how it interpreted your prompt; the result saves directly to your library, tagged with the AI provider

Finding Assets

- Use the **search bar** to find files by name, title, tags, or description
- Filter by **type** (images, videos, audio, documents), **site**, or **album**
- Filter by **provenance** to show only AI-generated, human-captured, or unverified assets
- Use **Group By → Album** to browse album cards — click any card to drill into its assets

Viewing & Editing an Asset

1. Click any asset to open its detail panel
2. See file info: filename, type, size, dimensions or duration, site, albums, uploader, and date
3. Edit the **filename** directly, or update metadata: title, alt text, description, tags, copyright, and usage rights
4. View **content provenance** (C2PA) — source classification and signer information
5. Expand **Raw EXIF / IPTC Data** to view full technical camera metadata from a photo
6. Use **Set as Feature Image** to assign the asset as the cover for a Campaign, Gallery, or Catalog
7. Copy the asset's direct URL, download the file, or click **Save Changes** to apply edits

Batch Actions

Select multiple assets using the checkboxes, then choose:

- **Delete Selected** — permanently removes the files
- **Add Tags** — applies tags to all selected assets at once (merges with existing tags)
- **Assign to Album** — moves selected assets into an album (create a new one inline if needed)

Tips

- Assign assets to a site at upload time — they'll be available across Site Builder, Airmail campaigns, AirGallery, and AirCatalog
- Use the C2PA provenance filter to quickly separate ACME Creative Agency's original photography from AI-generated work
- Toggle the stats panel off to maximize screen space when browsing large libraries
- AI-generated assets are automatically tagged with the provider name for easy filtering later
- Use consistent tags across your library to make search more effective