



# Phraseda

It's DAM Smart !



## Open Source Digital Asset Management

The screenshot displays the Phraseda DAM interface. On the left, there is a sidebar with 'Tags' and 'Renditions' sections. The main area shows a grid of digital assets, each with a thumbnail image, a title, and various tags. The tags include 'Best Of', 'Nature', 'Validé client', 'A valider', and 'Embargo'. The interface also features a search bar, a 'RECHERCHER' button, and a 'Trier par' dropdown menu. The top right corner shows the user's profile and settings icons.

The single source that centralizes  
and optimizes the  
management of all your digital content



# A modern, modular, and customizable DAM tool designed for businesses that need to efficiently manage and organize their digital assets.

## 1

### UPLOAD ASSETS

- Import content into a collection by simply dragging and dropping it onto the application.
- Import via the Advanced Uploader without needing to grant access to your DAM, processing of large files.
- API Import.
- Customizable templates for pre-indexing content.
- Management of duplicates and processing of non-compliant files.



## 2

### FILE HANDLING

- Automatic creation of derivative files from your source files (renditions), watermarking, generation of video shorts, and resizing.
- Reading and writing of embedded metadata (IPTC, XMP, Exif, etc.).
- Version control, history tracking, and traceability of changes to documents.
- Substitution of assets or renditions.

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### PUBLICATION

Web galleries are published via Phrasea Expose, a mini CMS oriented towards gallery publications with various customizable presentation templates.



- Provide access to an excerpt of your media without necessarily granting full access to your DAM, intended for human users or automated processes (API)
- Viewing and downloading via public access, password-protected public access, or authenticated access based on accounts or an enterprise directory
- Choice of publication layout
- Easy integration of your CSS designs
- Addition of specific Terms and Conditions for each publication
- Use of CDNs

## PHRASEA : OFFERING YOU EVERYTHING YOU CAN EXPECT FROM A MODERN DAM!

Small or very large organizations, private or public, Phrasea is aimed at all departments (communications, marketing, production, creative, etc.) for which digital asset management is a key challenge.

Our commitment is to help you optimize the time required to access information, and to deliver the right data in the right format to the right person.

With its architecture, Phrasea combines performance and eco-responsibility.

## UNLOCK YOUR TEAMS' POTENTIAL.

A powerful, hyper-scalable platform, available according to your needs, in SaaS, On-Premise, or hybrid mode.

### OPEN SOURCE

Total transparency and the assurance of complete mastery of your DAM platform.

### API FIRST

Built around independent and scalable services that communicate via the API, Phrasea offers maximum interoperability with your entire information system!

Built on over 30 years of expertise in development and client project management. Powerful search engine, hyper-scalable solution.



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## INDEXING

- Organization of assets by hierarchical collections and stories; Duplication via symbolic link.
- Multi-language support for attributes, tags, and lists.
- Batch and sub-batch indexing, modification control.
- Adding tags linked to access rules by user groups.
- Entities (multi-language term lists and synonyms).
- Integrated AI technologies to facilitate and assist with indexing (keywords, object and people detection, text recognition).

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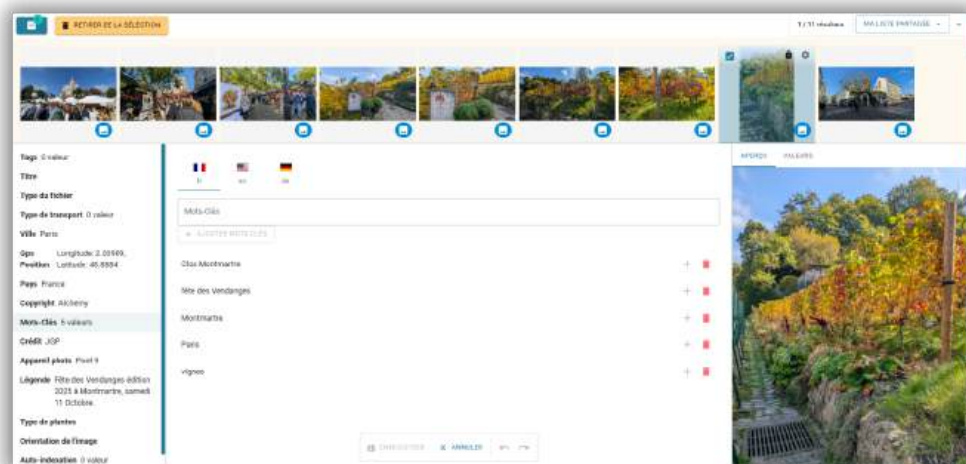
## SEARCH

- Elasticsearch search engine.
- Search suggestion via auto-completion, to accelerate input and reduce errors.
- Use of facets to intuitively guide the user and narrow down results.
- Search within the collection tree structure.
- Advanced search, with the ability to target the search within a specific field.
- Sorting and grouping features by sections for clearer display.

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## COLLABORATION

- The DAM offers annotation features on media. These promote smooth collaboration between teams by simplifying the sharing of precise and contextualized comments. You can annotate, and also create a discussion thread (with notifications) for other users.
- Social media sharing features.
- Share your baskets and document selections with other DAM users.



## DESIGN YOUR DAM !

Optimize the display of media according to your needs:

Create your display lists for the technical and documentary attributes of your assets.

Adjust the space reserved for thumbnail and record sizes.

The DAM interface can also be customized to your organization's colors: background or text colors, buttons, adding a logo or a login page background... themes can be implemented very easily.



## ABOUT US

### About Alchemy

Phrasea is a Digital Asset Management (DAM) solution developed by Alchemy, a French publisher based in Paris, and a DAM expert since the early 90s.

Alchemy offers support services for its software (audit, installation, training, support, maintenance contracts).

### About Phrasea

In 1990, Phrasea was the first Digital Asset Management solution.

In 2005, Phraseanet was launched onto the market.

In 2025, we mark a return to our roots and launch Phrasea, a solution entirely rewritten to meet the current challenges of digital media management.

As an Open Source platform, it provides a sovereign alternative to proprietary platforms to guarantee freedom, independence, transparency, and flexibility.

### Let's Talk Tech...

#### Development Languages and Frameworks

Backend: PHP 8, Symfony

Frontend: Typescript, React, Material UI

Development and Orchestration: Docker / Docker Compose or Kubernetes / Helm.  
(Ease of deployment and updates).

### At a Glance

API First

Multilingual

Workflow Engine

Integration architecture with third-party services

Low-code configuration

Scalable, eco-responsible development and deployment approach

## Schedule a Demo !



### Open Source

Get more information on Github  
<https://github.com/alchemy-fr/phrasea>

### Powerful

Elasticsearch search engine

### Reliable and secure

The integration of Keycloak into Phrasea strengthens the security and user management of the DAM, offering robust multi-factor authentication (MFA), fine-grained authorization management, and Single Sign-On (SSO).

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