Daydream & Highwinds Partner To Offer Ultra-High Volume Integrated Digital Asset Delivery

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London UK, 9th September 2008. Daydream (www.daydream.co.uk), leading European Digital Asset Management (http://www.daydream.co.uk/sol_asset_manager.asp) (DAM) specialists, has partnered with Highwinds, pre-eminent global Content Delivery Network (CDN) service provider, to offer ultra-high volume digital asset delivery by integrating Daydream's FocusOPEN (http://www.daydream.co.uk/sol_asset_manager.asp) DAM platform directly into the Highwinds CDN.

"Highwinds has all the core features that we would expect from a CDN service provider. Their RollingThunder TM global network is robust and has the very high levels of capacity that our corporate client base requires, but their flexibility and can-do attitude are really what convinced us to partner with them," explains Ralph Windsor, Managing Director of Daydream.

Daydream is using Highwinds' RollingThunder private network, the backbone of their CDN, for very large scale digital asset delivery, in particular for distributing video content and print files to very large numbers of users simultaneously. "By leveraging the Highwinds API, our clients are able to seamlessly transfer an existing asset on or off the CDN, directly from within FocusOPEN at the click of a mouse. Their real-time ingest and purge features are essential for our clients, who expect to be able to publish, update and remove assets without any delays," continues Windsor.

Highwinds' channel-centric sales model has been favourably received by Daydream. "Their channel partner approach works well for us. Highwinds seems to be one of the few CDNs that understand they are providing a service that operates most effectively when partners are able to add value easily and without obstructions. Most of the other providers we looked at were either unwilling to help us with the integration of FocusOPEN, or we had concerns about the underlying quality of service. Highwinds has managed to provide flexibility and stability at the same time, which seems to be surprisingly rare in the CDN market."

"We are thrilled to welcome Daydream into the Highwinds partner program. Their Digital Asset Management platform enables new markets for the Highwinds CDN," said Mark Hayes, vice president of business development for Highwinds. "The seamless integration between asset management and delivery services will provide unparalleled ease of use for corporate clients and institutions who rely on Daydream for safety, reliability and speed of delivery."

Highwinds' range of supporting tools and documentation has proven significant in Daydream's decision making process. "StrikeTracker TM is very well constructed, easy to use and offers a lot of useful functionality. The quantity of detailed technical documentation, guidance and support that Highwinds has been able to offer makes it obvious that they have substantial technical expertise and a positive attitude towards partner support."

Windsor concludes by saying, "The method Highwinds has chosen to market themselves allows them to specialise in providing a world class CDN while we can focus on adding value for our clients. I don't envisage Daydream looking for an alternative CDN partner for the foreseeable future."

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About Daydream

Established in 1995, Daydream is the leading UK vendor of Digital Asset Management (http://www.daydream.co.uk/sol_asset_manager.asp) and Media Asset Management systems. Over the last 10 years, their FocusOPEN DAM technologies have been implemented by over 30 global organisations including Major League Baseball, WS Atkins, Shell and Credit Suisse. For more information, visit Daydream at www.daydream.co.uk or contact Emma Tappenden at press@daydream.co.uk.

About Highwinds

Highwinds is a leader in multi-platform IP services, file replication, and content delivery software and services. Since 2002, Highwinds has provided for the advancement of a variety of technologies – including messaging bus architecture, network management, distributed file systems and content routing methods. The Highwinds CDN leverages the company's high-performance RollingThunder™ network and user-friendly StrikeTracker™ media manager and reporting dashboard to globally deliver content, videos, live events and other media. It sets the pace among content delivery networks by offering advantages in data center peering, real-time analytics, instant account provisioning, complete content control and massive scalability. Highwinds is headquartered in Winter Park, Fla., and maintains 23 data centers throughout North America and Europe. For more information, please visit www.highwinds.com.