# LEONARDO'S JOURNEY OF AN IMAGE

How hotel brand images, videos and virtual tours are processed by Leonardo



#### **START**

Have great visual content? Share it with travel shoppers.

## **UPLOAD**

Upload images to Content Manager (through an IMS, API, or manually). High quality content (2048px +) is best. And don't forget images of guestrooms, common areas, restaurants, and amenities.

#### **CATEGORIZE**

Set an OTA Category and Caption to describe each image.





# **WORKFLOW** & APPROVAL

Images are run through a brand approval engine (if enabled) prior to being sent to their final destination, allowing for centralized control.

## **SHAPES & SIZES**

Once validated, up to 13 sizes are generated for each image to accommodate the requirements of



## **DEDUPLICATION**

Once uploaded and categorized, the first step is a deduplication process where existing content for the property is scanned to ensure the new image doesn't already exist.







#### **CONTENT DELIVERY**

Resized, de-duplicated and brand approved content is delivered to Leonardo's channel partners through Leonardo Outbound Media Synchronization process (OMS).

# **UPDATES & CHANGES**

Content updates are marked with a time stamp, indicating to channel partners when new content is available to ingest.



## **FINISH**

Your content has arrived at its final destination - in front of thousands of travel shoppers on brand.com, **Content Manager powered** Media Library, and on hundreds of third-party travel channels.



