

Digital Asset Management (DAM) – Guidance for Uploading Digital Assets of Mobile Apps before submission to App stores

Legal Links, FAQs, getting started manual etc. you can find in the footer of the page
<https://www.siemens.com/dam>

Here you can upload and manage your content, including all publishing and versioning.

<https://assets.siemens.com>

Please use Chrome as your web browser.

Here you can search for (other) assets: <https://www.siemens.com/dam>

DAM asset folder for mobile app digital assets - please create your own folder here (please see information further below re. legal doc. folder):

<https://author.assets.new.siemens.com/assets.html/content/dam/siemens/products/software/mobile-apps>

Name of the folder = name of the app

Examples for folder naming convention: soft-starter-simulation; sguard

Examples for asset naming convention: legal-doc-app-icon.docx; marketing-poster.pdf; all-app-pictures.zip

If you want to outsource the data and make it available for the app (Otherwise the app would exceed the limit size if all the assets would be stored directly in the app. The Siemens internal app store has a size limit of 150 MB.), please make the following asset properties settings after you uploaded the asset into DAM: Under Properties/Basic and Legal Information tabs*:

- Siemens Contact: your Siemens email address
- Use restriction: No
- WAP (Publish to Web Asset Pool): **YES**
- Restrictions: Limited or Unlimited
- Editing rights exist: Yes or No
- Asset is AI generated: No
Currently it is not allowed to use any AI generated images or videos for internal or external use.
- Author must be named: Yes or No
- License Sub-Licensable to 3rd Party: Yes or No

**Further information is available under the information icon at the respective DAM properties field.*

Always **relate the respective legal document** to the assets: in the menu: Properties / Relate / Legal/Rights Docs **OR select** from the Centrally purchased asset source drop down list if applicable.

Legal documents necessary

If the technical app development was carried out completely Siemens internally and the app has run through the Open Source Software (OSS) and third-party Proprietary Software clearing process: No legal document necessary for the technical app development.

If the technical app development was carried out by a third-party and the app has run through the Open Source Software (OSS) and third-party Proprietary Software clearing process: Please upload legal rights documentation (i.e. in general the contract concluded with the third party to commission the app development – please redact commercially sensitive information first).

For assets (icons, pictures ...) originating from a Siemens internal source (DAM or any other asset management platform): Usage must be in accordance with the legal rights documented therein; reference should be made to the original source of the asset (format: Word document, referring to the ID number of the asset).

For assets provided by a third party

- In case third party is also the developer of the app: Please check (and upload) contract; this should generally cover this issue.
- For separate third-party material: please refer to the contract or if this does not regulate the legal rights please use the legal document templates available in this document:
[Legal Information on The Creation and Use of Images and Videos](#)

Please also see

- [FAQ Images and Videos DE, EN](#)
- [Checklist of Rights Documentation](#)

Legal documents must be stored in special Legal Documents folder.

There are two ways to create a legal documents folder:

Manual creation

- If you only need a legal documents folder, you can create it manually: create a new folder, name it legal-documents and set „Folder metadata schema“ to custom-metadata
- Open „properties go to "Folder metadata" Tab and select „make Folder a Legal documents“ = yes
- Save settings
- Publish this new empty folder
- Upload your legal documents and publish

Automatic creation

- If you need a folder with the subfolders 'legal documents', 'documents', 'images', 'videos':
- Select the folder where you want to create the new folder with the subfolders and click on 'Create', then select 'Folder'
- Give the folder a title
- Make a check mark at 'Create Standard Folders' and click on 'Create'
- The folder with the subfolders will be created automatically

Important

Legal documents folder behaves differently than other folders (the orange color indicates that the folder has a technically different set up and other rules apply). Please make sure you set up a legal documents folder as described above.

How do you know whether your existing legal documents folder was set up correctly?

- If it has an orange color, then your legal doc. folder was created the right way.
- If it has a grey color: please open a ticket and ask the support team to convert it accordingly.