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	Sommario/riassunto	This IBM Redbooks publication and its sample code provides IT architects, IT specialists, and developers with the critical knowledge to design, develop, deploy, and manage a WebSphere Digital Media Enabler solution. In Part 1, "Introduction to IBM WebSphere Digital Media Enabler V5.5", we will introduce digital media concepts, scenarios for using digital media, and highlight key features. Next, we will take an in-depth look at the WDME run-time architecture, store and programming model, data model, and customization points. In Part 2, "ITSO digital media working example", we create an end-to-end working example to design, develop, deploy, and manage a digital media enabled store. This part includes planning a business scenario, requirements analysis, and a solution design. We will provide detailed procedures, including best practices for implementing the run time and development environments. Next, we will provide design and customization guidelines for the data model and metadata load files. In addition, we will include detailed examples for creating and customizing the store front assets of a digital media enabled store.

Last, we will provide examples of key tasks required to manage a digital media store. Please note that the additional material referenced in the text is not available from IBM.