



The WebCenter Content data model is based on an object called content item, which holds several types of information: a native file, its renditions, conversions, and the associated metadata.

- Native files are created by users directly in WebCenter Content and kept in their original format. For WCC Integration, valid native files are documents (such as docx files) and digital assets (such as image files and videos).
- Renditions are converted content items. Renditions are different formats of native content. They are files generated by content transformation engines and associated with the content item that stores the native (original) file.

For example:

- Native documents can be converted by the core transformation engine (available by default in WebCenter Content) into web formats for easier viewing on the web. Typically, this would mean converting a Microsoft Word document into a PDF file. The native document is known as the primary rendition, and its web-viewable copy is known as the web rendition. The native file and its rendition are contained within the same content item.
- Native image files and videos can be converted by Digital Asset Manager into multiple renditions of different sizes and formats. The original image file is the primary rendition, its small thumbnail version could be called small thumbnail rendition, its large thumbnail version could be called large thumbnail rendition, and so on.
- HTML conversions are specific renditions of native documents (such as Microsoft Word). The renditions are created by Dynamic Converter, which takes a single native document containing both text and graphics and converts it into an HTML rendition. The rendition consists of (1) an HTML file containing all the



text of the native document, and (2) a collection of image files representing the graphics.

- Metadata associated with content items is analogous to attributes associated with asset types.