

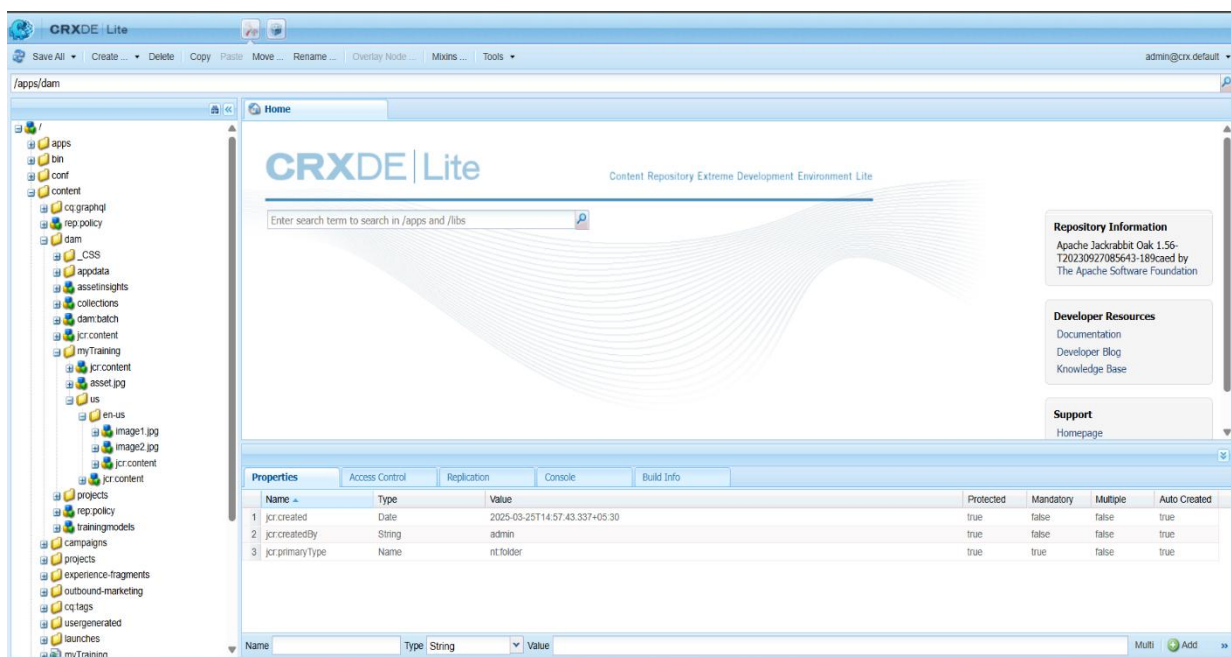
## 1. What is DAM and why we use it

**DAM (Digital Asset Management)** in AEM is a system for storing, managing, and delivering digital assets like images, videos, and documents.

### Uses:

- Centralized storage
- Version control
- Metadata management
- Easy asset retrieval & publishing

## 2. Add 2 Images

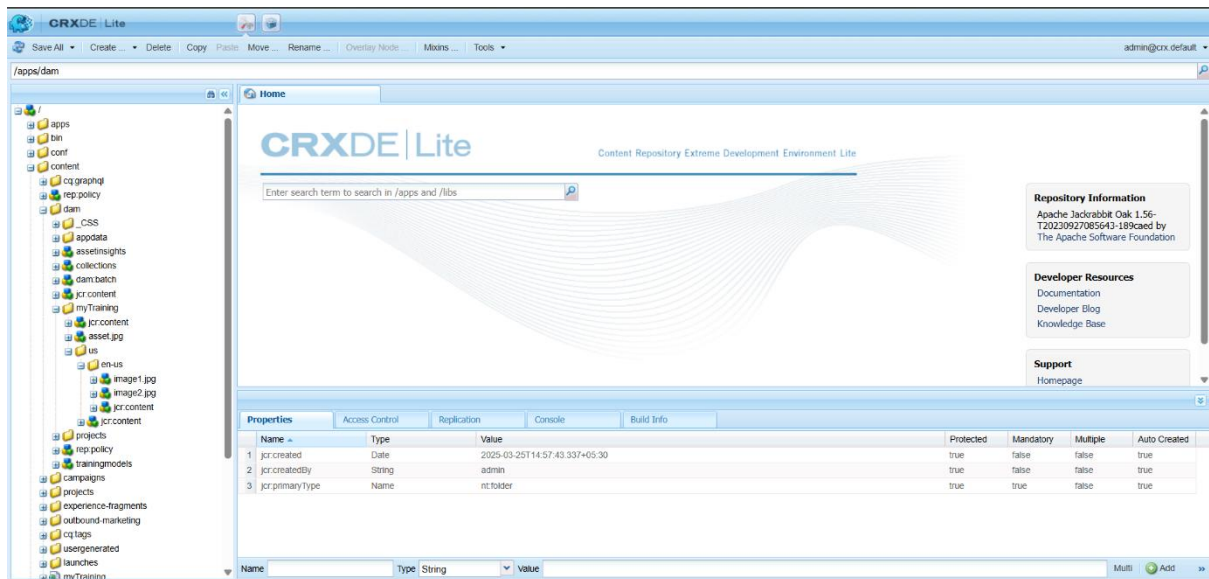


## 3. What is renditions?

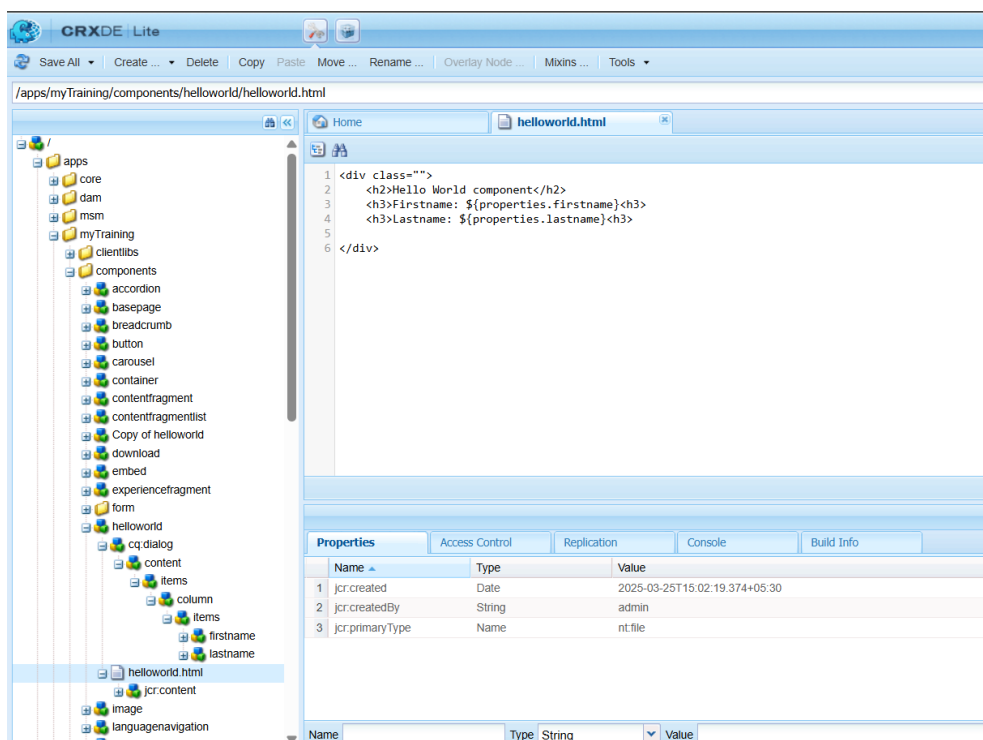
Renditions in AEM DAM are different versions of an asset (e.g., images) automatically generated in various sizes and formats when uploaded.

### Advantage

- Optimize images for different devices
- Improve performance
- Ensure consistency across channels



4.Add two fields in hello world component with name FirstName and Last Name



## Why we are using package manager and jar?

We use **Package Manager** in AEM to create, install, and deploy content or code packages across AEM environments.

### Why create a package for the Hello World Component and 2 images?

1. **Hello World Component** → To move the component (code) between instances (e.g., Dev to QA).
2. **2 DAM Images** → To migrate digital assets easily.

Create a page with helloworld component

