

Press statement on the launch of delosfoto

In 2011, the universal photo stock agency delosfoto starts with comparatively few images and focuses the domains traveling, cities, culture, people, economy and related topics.

Certainly, the stock of images will evolve because of the good service for photographers and customers. By then, we will be able to offer images of high quality that contain all kinds domains.

The precise structuring of the image search as well as further user options enable buyers and researchers to work in a comfortable and efficient way. In detail we provide the following opportunities:

Innovative search functions:

By the selective choice of the search criteria, a required image is found within only a few minutes. According to the intended use, the search contains information about the image format, the time of day during the image acquisition or the colour impression of the image. In Addition, the search for geographical criteria and keywords is possible. All picture descriptions correspond to the IPTC-NAA standard.

Information:

A click on the thumbnail displays the detailed view of an image and thereby affords to appraise its quality. Furthermore, the embedded meta data can be searched through a link below the image. Important information like the sales model of usage rights, the availability and existing use exclusions, the visual quality level of the image as well as the clearance of copyright can be checked. Additionally, the keywords dedicated to the image are being displayed and afford a similarity search.

Offer for registered customers:

Beyond those functions which are freely accessible for everyone, there are extended options for registered users available. In this regard, a price estimation for the intended use according to the MFM-propositions is possible. The customer creates requests and orders directly via the website and is able to inspect the corresponding documents within the database.

Offer for photographers:

As a matter of course, delosfoto is constantly looking for interesting and high-quality picture material. Therefore we supply ambitious professional and amateur photographers with the opportunity to adequately market and conveniently manage their own images based on a contractually regulated cooperation.

Here, a specially developed administration software acts as a conceptional interface with the help of which all necessary documents (e. g. copyright declaration, model contract declaration, proprietary contract declaration, declaration of indemnity) as well as related information (e.g. the classification of image types in regard of the intended use, technical preconditions, reports about the latest amount of sold images) can be recalled.

In addition, the software enables photographers for an extensive picture inscription on the base of a standardized table system for which detailed instructions are provided through the database.

By request, the inscription as well as further special services like scanning or archiving can also be assigned to our assistants for a professional examination.

Software licensing:

Because of its practice-oriented functioning and uncomplicated handling, the software of delosfoto is ideal for everyone who has to archive, describe and manage a large quantity of images. In case of being interested in an utilisation of our software independent of delosfoto, we appreciate an accordant offer and gladly give you advise.

We are looking forward to interested requests and politely ask for your support by introducing our services to appropriate photographers and companies.