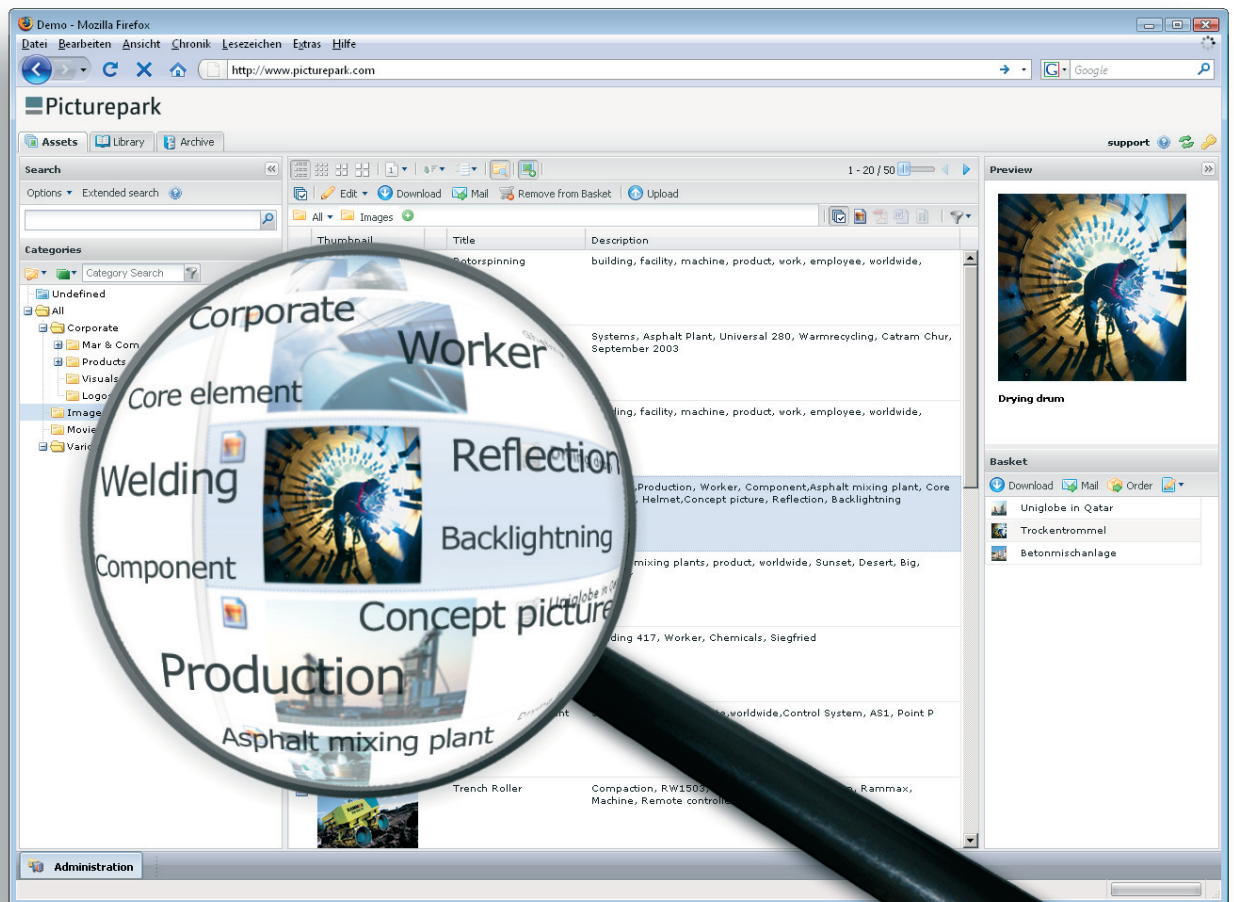


Metadata Tagging

Have pictures tagged externally with titles, descriptions and keywords



Know what it is

Metadata Tagging

Effective Media Asset Management does not only rely on systems but also addresses the issue of tagging with metadata such as titles, descriptions or keywords. For pictures, in particular, tagging is essential, as pictures in contrast to documents are not declared, thus they are only labelled with their file name and so can often not be found in full text searches.

Lacking consistency

The consistent, uniform indexing or tagging is often rendered more difficult due to the diversity of the data suppliers: departments, divisions, agencies, etc. One stakeholder writes about a car, another one looks for an automobile – thus the vehicle cannot be found. Also, in today's world of work the tasks must be completed more and more quickly. Often data are therefore only uploaded and at best tagged with one or two keywords.

Support from tools

MAM systems such as Picturepark® counteract this process by providing categories or controlled keyword lists, which offer keywords in a uniform and hierarchically structured form. They may be used in a great variety and make the text entries more uniform. With the latest version of Picturepark, in particular, the categorisation is extremely fast. This saves time for the editors and means better search results for the users.

External service

Often, however, there is no time for tagging or indexing. In this case you may subscribe to the VIT "Metadata tagging" service: VIT imports and tags any supplied data using categories and

free text. For this purpose the criteria and a company glossary are drafted as a first step. In the second phase trained staff tag and review selected pictures directly in Picturepark. Subsequently, the service may be taken advantage of at any time.

Moderate costs

The "Metadata tagging" service is available for one-off initial costs for the set-up workshop, then there will only be unit costs per picture, which are calculated depending on the order value and the delivery time. Optimally, generic terms are used for tagging (e.g. woman, group, dynamic, urban, streets). After relevant training the service may, however, also include product-specific information (e.g. machine types). We will happily provide you with a non-binding quote.

Metadata Tagging

- High-quality tagging and indexing of pictures
- Consideration of generic or company-specific keywords
- Indexing in several languages
- One-off set-up costs for the service
- Attractive prices per picture
- Guaranteed delivery times (SLA)

We will happily draft your individual offer

www.vit.ch

