

Press Release



September 1st, 2010

Announcing Visual Connections New York Image Expo

Visual Connections (formerly Picturehouse Marketing US) will be hosting its annual Image Expo at the Metropolitan Pavilion in New York on October 13th.

This is a unique one-day event for image buyers, researchers, designers, art directors, and other users of images and footage to discover new sources of imagery, including niche and overseas agencies; network with peers; enjoy complimentary refreshments, including wine and beer after 5pm; and win fabulous prizes donated by exhibitors.

The event also offers a great learning opportunity: Visual Connections has partnered with PACA (the trade organization representing picture agencies in North America), PicScout (developer of image recognition fingerprinting technology), FootageInfo.com (provider of footage consultancy services), the American Society of Picture Professionals, and Art Directors Club (“whose mission is to connect, provoke and elevate creative visual communications professionals around the world”), to create an exciting program of sessions, tailored to feedback from image buyers:

- 10am **Copyright and Image Licensing in the World of New Technology, New Media and New Users** (PACA)
Panel discussion, led by PACA Legal Counsel Nancy Wolff, about fair use, DMCA protection, Creative Commons, digital usage rights, and any issues put forward by the audience.
- 1pm **Crystal Ball for Creative Careers** (PicScout)
A panel discussion about the challenges and opportunities today’s environment offers for career progression.
- 2:30pm **When Two Worlds Collide** (FootageInfo.com)
A panel discussion about licensing and using footage in new media applications, from the Web to e-books.
- 4pm **Digital Toolbox – Creative Collaboration at a Distance** (ASPP)
Introduction and demonstration of useful new Web tools and techniques to enable creative professionals to collaborate effectively.
- 5:30pm **Photographs Worth More Than Words** (ADC)
A panel discussion about successes and failures to sell brands and ideas using photography, and different approaches to working with photographers.

The expo and afternoon sessions are free. The morning seminar costs \$30 if booked online in advance (\$40 at the door). Entry is restricted to professional image buyers and researchers.

For more information or to register go to: <http://www.visualconnections.com/NY2010/>

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About Visual Connections

Visual Connections (formerly Picturehouse Marketing US) is a marketing services company focused on connecting buyers with suppliers of stock and commissioned imagery, and other visual media. The company owners, Deborah Free and Edward Leigh, have 40 years combined experience in the industry and have run trade fairs, for Picturehouse then Visual Connections, since 2003.

<http://www.visualconnections.com/>

About PACA

PACA (the Picture Archive Council of America) is the trade organization in North America that represents the vital interests of stock archives of every size, from individual photographers to large corporations, who license images for commercial reproduction. PACA recently released pacaSearch.com, a mega meta-search engine with over 70 million images indexed.

<http://www.pacaoffice.org/>

About PicScout

PicScout™ is an information company that commands the world's largest index of fingerprinted and owner identified images. From this asset base, PicScout enables clients to both protect and promote image usage across digital platforms and devices by using the company's proprietary and highly scalable image recognition fingerprinting technology.

<http://www.picscout.com/>

About FootageInfo.com

For more than a decade, FOOTAGE.info has been operated as a service to the footage industry by consultant John Flewin, trading as Television, Archives & New Media. Business services include commercial footage consultancy, strategic planning, collection valuations/appraisals, bulk footage buying, and project supervision.

<http://www.footageinfo.com/>

About ASPP

ASPP (The American Society of Picture Professionals) is a community of image experts committed to sharing experience and knowledge throughout the industry, through professional networking and educational opportunities.

<http://www.aspp.com/>

About Art Directors Club

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The Art Directors Club is one of the most concentrated groups of creative talent in the world, and is a gathering place for leaders in visual communication. ADC Members share the vision of its founder, Louis Pedlar, who brought his colleagues in advertising together in 1920 to dignify their profession and judge advertising art by the same stringent standards as fine art.

<http://www.adcglobal.org/>

Note to editors

A selection of photographs from last year's New York Image Expo is available for illustration:

<http://www.visualconnections.com/PR/photos.php>

For further information, please contact:

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