

## FADEL Acquires Image Data Systems (IDS) Frequently Asked Questions

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### Who is IDS?

IDS are experts in image and video management with 30 years experience providing photo & production agencies and media publishers with a fast and scalable cloud-based content services platform. IDS' PictureDesk service provides a marketplace for 100 million licensable images.

IDS has developed sophisticated image and video recognition, and AI-driven visual search capabilities enabling clients to instantly source content they need.

### Who is FADEL?

FADEL is a provider of brand compliance, rights management, and royalty billing software. By automating talent and content rights management across videos, photos, ads, music, products and brands, and streamlining the processing of licensing royalties, FADEL's cloud-based solutions have empowered businesses to significantly maximize revenues and increase process efficiencies.

### What is being announced?

FADEL announced that it has acquired IDS, a provider of sophisticated content services and search software. With IDS, FADEL combines rights management and content compliance with content services, image and video matching, and AI-driven visual search, and a photo marketplace featuring over 100 million licensable images. Customers will gain an end-to-end brand management and compliance platform for marketing and distribution as well as licensing.

### Why is FADEL acquiring IDS?

IDS brings innovative and complementary new technology, such as an AI-driven visual search and suggestion engine, to the FADEL software platform for greater value to customers. Both companies service retail and luxury brands as well as having a significant focus in the publishing sector allowing for a greater portfolio of offerings to its customers. Additionally, with a strong customer and employee base in the UK, the acquisition furthers FADEL's international growth strategy after opening new offices in Paris, France and Montréal, Canada.

### How will the acquisition impact IDS customers?

FADEL is committed to continuing to serve IDS customers with increased investment into the IDS platform. IDS customers will continue to receive the same quality service and support and will gain access to a full range of rights management and royalty billing solutions, and brand management and compliance software.

## How will the acquisition impact FADEL customers?

FADEL customers will gain access to a complete brand management and compliance platform as IDS' content services, AI-driven visual search, image and video recognition, and suggestion engine are integrated into the FADEL platform. Customers will also be able to purchase access to the photo marketplace with its live feed of content, of over 100 million images to date, from over 100 photo agencies.

## How will the acquisition impact FADEL partners?

FADEL will continue to promote integration of its Rights Cloud offering with the leading DAM vendors. Rights Cloud partners will be able to offer their customers an even more sophisticated brand compliance solution for tracking brand assets (images and video) post-distribution across sites.