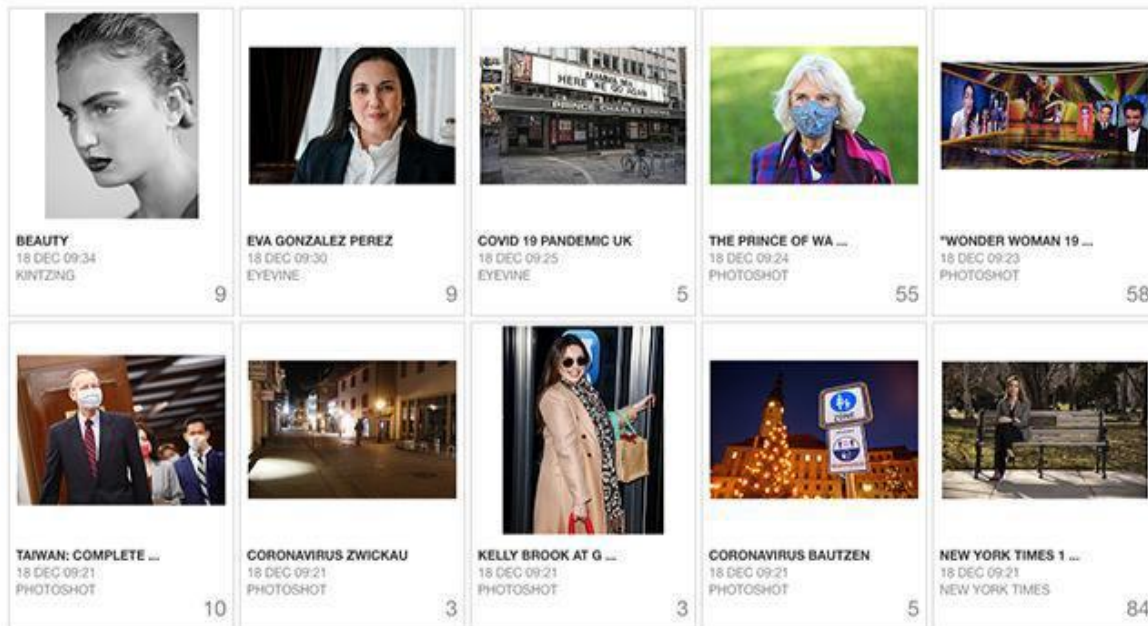
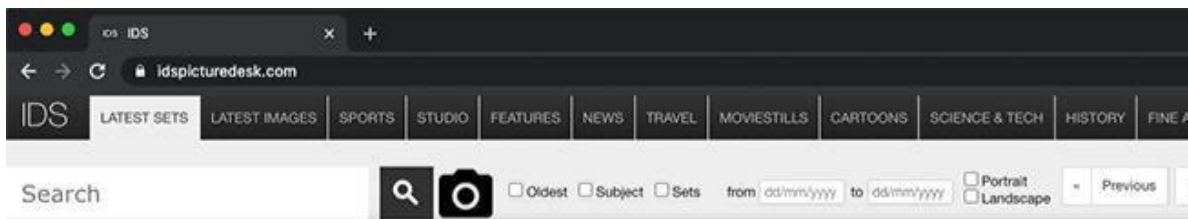


PictureDesk For Publishers

A One-Stop Shop for Picture Researchers

PictureDesk is a universal content aggregator, providing publishers big and small with a one-stop shop for content sourcing and acquisition. Publishers gain instant access to 100+ million ready-to-license images from over 100 professional photographers and photo agencies, as well as a live feed of 50,000 new images daily of celebrities, news, stock, sports, travel, science, fine arts, and much more.

Optimized for speed and ease of use, it offers efficient file ingestion and retrieval, from all your media suppliers and social media feeds, as well as owned, created, and commissioned content, and final published pieces.



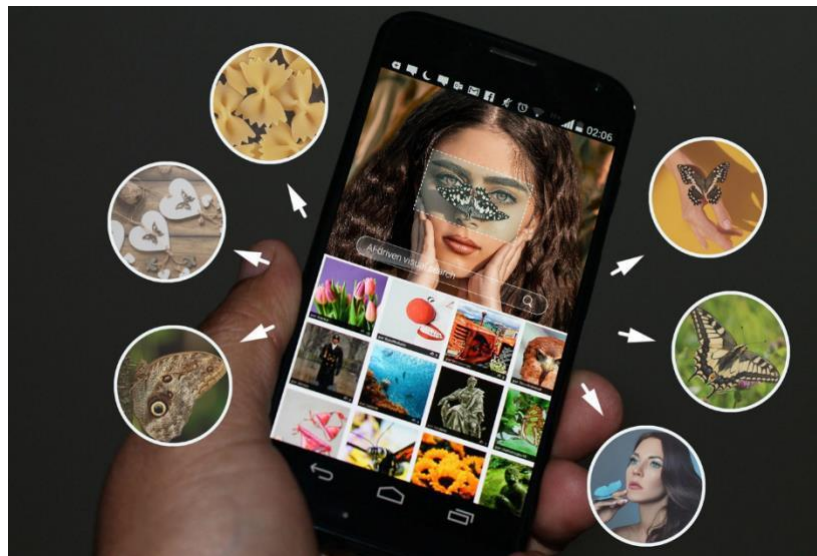
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PictureDesk “Intelligent” AI-Powered Tools

PictureDesk’s intelligent tools enable editors and team members across all stages of the content lifecycle to efficiently capture value from owned, licensed, and prospective images.

Pinpoint the content you want for your feature articles within seconds with powerful AI-driven visual searches across all of your content:

- Find exact and similar matches in visual content based on patterns, colors, layouts
- Search using whole images or image segment
- Cluster search results by visual similarity
- Reduce reliance on metadata



With PictureDesk editors can also:

- Create lightboxes and auto-generated contact sheets that capture content across all photo agencies
- Enable automatic billing mark-ups for invoicing and compliance
- Instant transfer of content to other departments within the organization
- Seamless integration of images into creative tools, WordPress sites, and content management

Syndicate Content for New Revenue Streams

Empower internal stakeholders with ease of access to content by having all published and licensed content centralized, simplifying retrieval, reuse, and content syndication.

- Filter content by category, publication, year, issue and page
- Manage multiple file formats including PDF and InDesign. All assets from a single page or article are fully indexed & linked for easy retrieval.
- Internal stakeholders, from accounts to advertising sales to research are empowered with ease-of-access
- Give clients and partners access to license content out & easily retrieve all related files

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With PictureDesk, editors gain:

- Ready to license content from all your media suppliers combined with owned, created, sourced and commissioned content - all in one powerful content platform
- Unrivalled access to a live feed of photos and videos from over 100 reputable photo agencies
- Published magazine spreads captured for easy access, reusability, and content syndication
- Powerful AI-driven visual searches across all of your content to find what you want within seconds
- Reporting and analytics on content licensing, usage, and financials
- Lightboxes and auto-generated contact sheets that capture content across all photo agencies
- Automatic billing mark-ups for invoicing and compliance
- Seamless integration of images into creative tools

Visit fadel.com/picturedesk today for more information about PictureDesk.

About US

FADEL, innovator of brand compliance, rights management, and royalty billing software, has worked with some of the biggest names in media, entertainment, publishing, high-tech and advertising. 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. Founded in 2003, FADEL is headquartered in New York City and also operates offices in Los Angeles, London, Paris, and Lebanon. For more information, visit fadel.com.

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