



Get the bigger picture with the Imense-Capture fusion

Capture and imense are unveiling a new partnership at PACA 2008, to provide the industry with a winning mix of image content encoding, recognition and retrieval technology, and fast-track media workflow systems that are set to save dramatic amounts of time and money.

imense produced the world's first web 3.0 image search technology, and new additions to the portfolio include automatic keywording and duplicate/similar image search — and combined with Capture's fully-featured media asset management and e-commerce solution form a compelling tool that will streamline processes and enhance accuracy in the most labour-intensive part of the workflow.

Key features include:

- Automatically keyword images using smart image recognition **and** traditional metadata.
- Improve rights management, group similars, check for duplicates using visual recognition.
- Powerful, customizable, e-commerce module with natural language search returning relevant results.
- End-to-end backoffice and front-end Capture system to embrace your full assets and financial workflow.
- Fully PLUS integrated, including pricing calculator.
- Unique royalty and contributor upload and management platform.
- Completely web-based, multi-lingual and cross-platform — nothing to install.
- Upload images and other digital assets and manage your entire business from anywhere.

Capture Managing Director Abbie Enock said: "There are many places in the Capture workflow where this smart technology can kick in and can be used to automate lengthy manual processes, such as keywording, checking for duplicate images and grouping similars. We are delighted to be working with imense who bring fresh possibilities to the industry, and the ability to transform the way we all work."

imense Director of Sales Tony Rowland said: "Capture is unique in the industry because it offers the most comprehensive end-to-end Web-based solution that is the perfect vehicle for our technology. The company has been leading the way in developing management systems throughout the decade and has enormous industry knowledge and credibility."

- Capture is a complete workflow system encompassing powerful front-end e-commerce functionality and unique web-based backoffice features, including: state-of-the-art multilingual keywording and captioning; full management accounts including sales and purchase ledgers; handling of all the latest IPTC and XMP standards; batch uploads of high res images from anywhere; handling of all digital files, including images, pdfs, video, sound; pricebook that integrates the PLUS (Picture Licensing Universal System) standards; full rights management; full royalty and contributor management; special functions to handle dealing with agents and distributors; fully-customisable reports; ability to custom design documents; sales and marketing functions; three-layered security system; 3rd party integration facilities.

Visit **Capture** at table 1 and **imense** at table 10 — or book a private meeting.

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