

Annotator

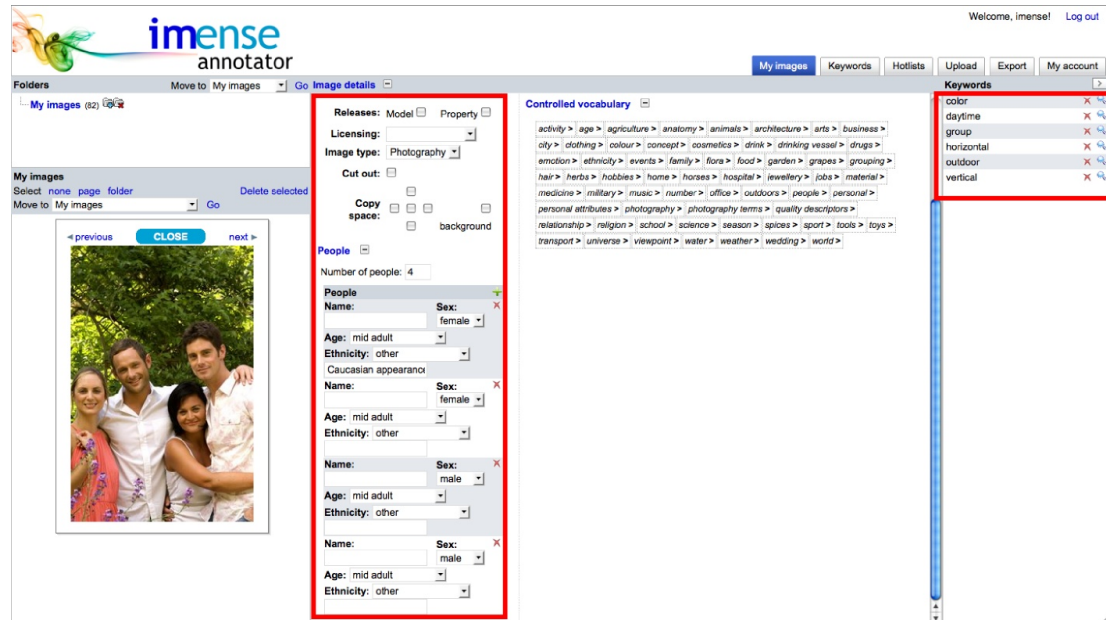
Product Description

Annotator is an Application Service provided by imense® for the image industry, which gives professional and semi professional photographers dramatic acceleration and cost reduction associated with producing commercially relevant keywords for digital images. The Annotator Application Service combines advanced linguistic techniques with unique image recognition technology to reduce the time to keyword images by up to 75%.

Features & Benefits

Automatic Keywording

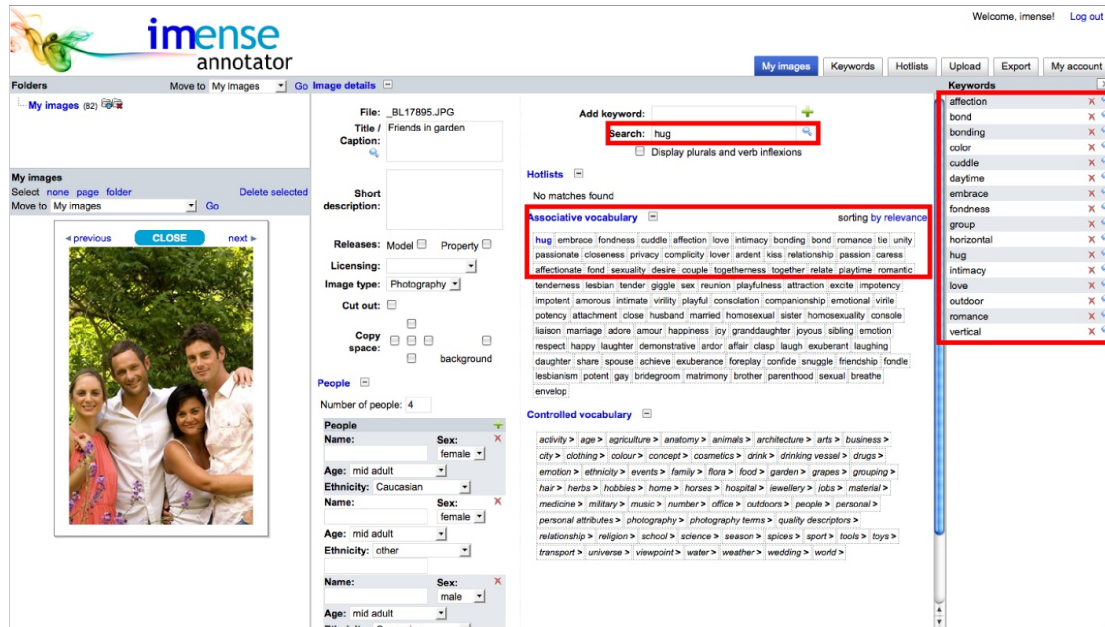
Once you have uploaded your images to your account, computer vision technology will automatically apply keywords that it sees as relevant to your images. These include cut-outs; color or black & white; indoors or outdoors; the location of copy space; and how many people are in the image, together with their age ranges, sexes, and ethnicities. This automation removes much of the manual task of keywording, helping you increase your productivity.



In this example Annotator has automatically populated 12 fields under image details, including number of people, sex, age & ethnicity and 6 basic descriptions under keywords. So far we have 18 words to describe the content of the image. What's next?

Associative Vocabulary

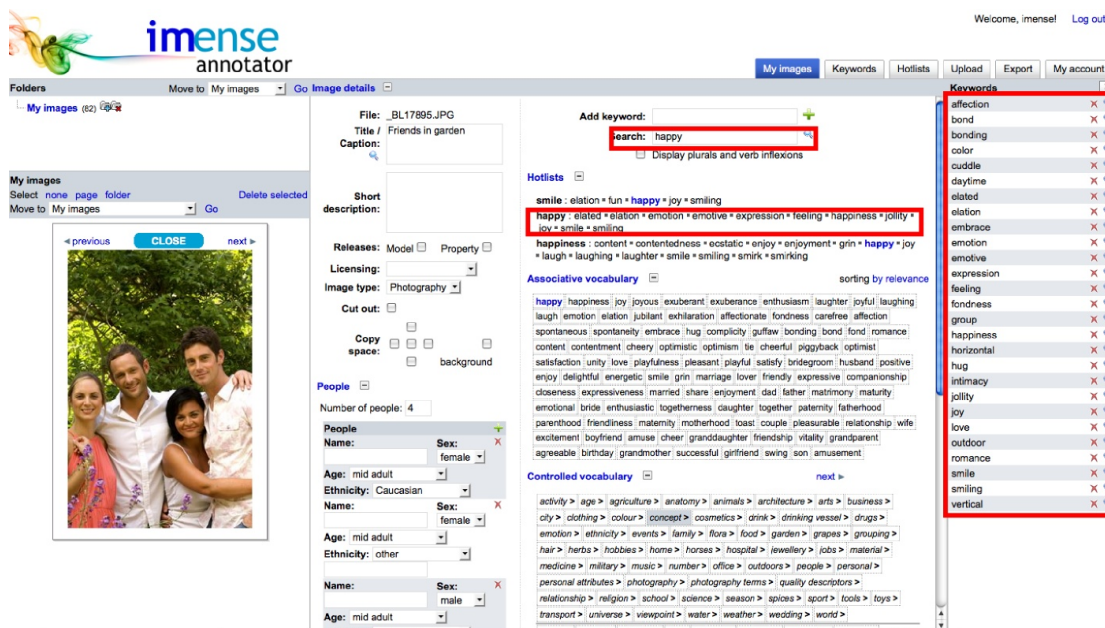
Next, the imense® Associative Vocabulary suggests keywords to you based on which ones are most commercially important. Our unique algorithms have combined data from millions of professionally annotated images, with top search terms and data associated with sold images to provide you with a more informed decision on which keywords are more commercially relevant in order to maximize the value of your image collection.



Simply search for “hug” and Annotator presents you with the most relevant keywords associated with it, then just click on each word to add to the keyword list on the right.

Hotlist Vocabulary

The imense® Hotlist function allows you to group sets of keywords together to apply with one click to individual or groups of images. As part of the imense® community and if you choose to, you have the ability see other users’ hotlists and will be able to share your own. The power of leveraging the views of a community of professional photographers saves you time and will allow you to more accurately keyword your images.



In this example, we already have a shared hotlist for “happy” containing 12 keywords, with one click you can add them all to the keyword list on the right. Now we have added 39 of the most commercially relevant keywords to the image by typing two words and 11 mouse clicks, saving you precious time but also helping you guarantee the value of your image collection is maximized.

Controlled Vocabulary

The Controlled Vocabulary is a traditional parent-child vocab, which shows you the relationship between terms. For instance you might have cloud in your image but need scientific names such as cirrus, cumulus or nimbus. You'll see that here

The screenshot shows the imense annotator interface. On the left, there's a 'My images' section with a photo of four people. The main area is titled 'Image details' for the image 'Friends in garden'. A search bar at the top right contains the text 'tree'. Below the search bar, there are sections for 'Hotlists', 'Associative vocabulary', and 'Controlled vocabulary'. The 'Controlled vocabulary' section is expanded, showing a hierarchical list of terms related to 'tree', such as 'plant > flora flower > plant > tree > Alder', 'Birch', 'Beech', etc. On the right side, there's a 'Keywords' list with various terms like 'affection', 'bond', 'cuddle', etc., each with a small 'x' icon next to it.

In this example we search for tree and the controlled vocabulary gives us hundreds of options for sub categories such as Ash, Birch, Beech etc.

Export Keywords

After you've finished keywording simply hit the Export tab and select individual or groups of images to export your metadata into .csv files ready to send to your image library.

Summary

The unique value of the Annotator platform is in providing you with continually updated information on which keywords are most commercially relevant in order to fully exploit your image collection and maximize revenue generated from it. Our research shows that it costs an average of \$1.50 to keyword an image yourself; Annotator Professional Edition will save you at the very least 40% of your time, or \$0.60c per image. At an annual subscription of \$145 for 6,000 images, Annotator pays for itself after only 250 images and will save you at least \$3,450 per year.

For more information contact sales@imense.com