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INDUSTRY NEWS

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→ [Alamy Announces New Website Features](#)

Alamy is launching a new generation of products and tools to improve the search experience for customers. A new search engine and a new keywording structure are among the initiatives planned by the company which is set to reach 10 million images by the end of the year.

The aim is to improve the speed and quality of the search experience for customers and to help contributors compete by giving them a better way of keywording their images.

Alamy CEO James West said: "The number of images available online is increasing dramatically. As a consequence of this, picture buyers will spend longer looking for the images they need and image producers will spend more time describing their pictures in order to stand out from the crowd. Alamy is leading this trend."

The changes follow the introduction last year of AlamyRank, a system based on customer activity that brings the best and most appropriately keyworded images to the top of the search.

The new search engine, due to be released in Quarter 3 2007, has been built to be compatible with the new developments which also include future versions of AlamyRank, customer search activity reporting tools, greater speed and stronger relevancy.

New keywording will start later this year. Images already in the system are unaffected, meaning that contributors will not be



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forced to re-keyword existing collections. But they can choose to do so to reap the benefits of the new approach.

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