



Creative Pro

Alamy Images Adds Unique American Travel Content to its Portfolio

(Press Release)

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Alamy Images, a leading provider of both specialist and general imagery from the world's major picture agencies and photographers, has recently added over 9,000 pictures of 'off-the-beaten-track' and mainstream American travel destinations by photographer André Jenny.

Jenny, originally from Switzerland, had noticed that most photographers in the United States only covered popular tourist destinations and therefore often overlooked the distinct character and diversity of different regions.

"U.S. guidebooks publish notes on sites of interest in every town but there really weren't any great pictures to illustrate these distinct features," said Jenny. "It's usually the big cities and key landmarks that get significant attention because they are close to airports and easy to get to. I wanted to capture a side of America seldom photographed, as well as more popular locations familiar to travelers."

"Alamy strives to offer customers hard-to-find, rare images like these, as well as offering them one-stop access to the main image brands," added James West, CEO of Alamy. "This unique collection further expands Alamy's extensive travel imagery portfolio, which features photographs from destinations around the world."

Jenny first got the 'off-the-beaten-track' travel bug when he trekked the Appalachian Trail from Georgia to Maine, taking photographs along the way. He then traveled extensively across the U.S. over a long period of time, shooting the material that is now on Alamy. Jenny's imagery covers towns and scenic landscapes of most of the U.S. including New England, the mid-Atlantic, Southeast, Midwest, and Great Lakes regions, as well as the Great Plains and Rocky Mountains. Photo highlights also include cultural pictures of Amish people and various aspects of everyday life in Pennsylvania's Lancaster County.

The collection additionally includes shots of more mainstream tourist destinations in South America (Chile and Argentina), the Caribbean, Mexico, Western Europe and Canada (coast-to-coast).

Additional U.S. providers added to Alamy in the last few months include Joseph Sohm (local U.S. imagery); Bill Marsh Royalty Free Photography (winter sports); Russ Widstrand, Bert Klassen (both conceptual imagery); Jason Lindsey (U.S. and Scandinavian landscapes), Ambient Images (unusual U.S. East and West Coast images); Phototake (medical imagery), Pat Benke (Chinese material), MergeLeft (unusual general stock), BlueMoon Stock (seniors), David Sanger (editorial and advertising), Douglas Peebles (vacation shots) and Tony Sweet (landscapes and nature).

About Alamy Images

Alamy Images (<http://www.alamy.com>) provides a one-stop shop for leading and 'hard-to-find' image brands worldwide. The website was launched in February 2001 to provide image buyers with a single source for all their royalty-free (RF) and traditionally licensed image needs, supported by innovative technology and strong customer service.

Alamy uses technology to run its operations more cost effectively than its competitors and can therefore pay more flexible rates of contributor commission. The same technology enables the company to provide innovative new products and services for customers, e.g. an Easy Download tool for high-resolution images for certain licensed image users and an interpolation service to enable us to increase the resolution of an image without impacting its quality. The company balances this emphasis on technology with strong customer service, ensuring every customer has a named contact and access to free searches.

Hundreds of thousands of commercial and editorial images can be found on the Alamy website and thousands are added every month. Subjects include everything from business and lifestyles through to extreme sports, gardening and architecture. For a full list of key contributors, please see <http://www.alamy.com/content.asp>. A list of key customers, spanning leading advertising, direct marketing and design agencies, publishers, corporates and broadcasters can be found at <http://www.alamy.com/customers.asp>.

The company is headquartered in the UK and currently has a network of 15 distributors worldwide.