

# Photo News Today

## Alamy introduces digital release upload

March 31st, 2010 - The latest imaging news...

Posted by DennisHays

Oxfordshire, UK 31 March 2010

Alamy photographers can now upload digital copies of model and property releases to help increase the appeal of their images to the advertising and design market.

The company has upgraded its Manage Images tool to include a simple upload process which prompts photographers to upload and assign releases online. Releases only have to be uploaded once and can be assigned to single images or batches of images.

The process is mandatory for new images but Alamy recommends that releases for images already on site should also be uploaded.

Head of Content Alan Capel said: "Enabling our photographers to upload, store and assign releases is a key step in gearing up our products and services for the advertising and design market."

For more information and a short tutorial video on the process see the Alamy blog:

<http://www.alamy.com/Blog/Contributor/>