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What is Alamy Images?

Alamy Images (www.alamy.com) is a European-owned portal for hard-to-find and general royalty-free (RF) and traditionally licensed images from the world's key picture agencies and photographers. Based in the UK, with 15 distributors worldwide, and a worldwide presence via its website – www.alamy.com – the company was officially launched in 2001 and services both commercial and editorial design markets.

The Alamy Difference

Alamy attracts a wide variety of great contributors who have never previously been able to afford to sell their work online, as well as leading digital image brand names, because it offers some of the most flexible commission rates and submission policies in the industry (small numbers of pictures are accepted and the only barrier to entry is image quality). It can offer these terms because it uses technology to automate the normally costly aspects of running a picture library.

The same technology strengths are used to provide innovative new products and services for customers: for example, an Easy Download tool to make high-resolution images available 24/7 for presentational use for certain customers and interpolation technology to increase the resolution of images for large scale projects without any loss of quality. The company's website is also one of the fastest in the business - search results can be returned in less than a quarter of a second. This emphasis on technology is balanced with strong customer service; every customer has a named contact, queries are answered promptly and searches are free of charge, even for RF images. Please see below the testimonials from Alamy's customers for their view on what makes Alamy different.

Alamy customers

As you can see from the testimonials below, Alamy's customers span some of the world's leading advertising, direct marketing and design agencies, publishers and broadcasters. A list of key customers is available at <http://www.alamy.com/customers.asp>.

Alamy contributors

Images from around 1410 photographers and 110 agencies worldwide are available via www.alamy.com and the company add thousands of images every week. Subjects range from the general – lifestyles, business and industry, travel, health and fitness, technology, abstracts - through to specialist subjects such as social and environmental issues, architecture and interiors, education, religion, food and drink, extreme sports, historical and vintage. We have many strong 'local' images as well as internationally appropriate shots. For a full list of our key contributors, please visit <http://www.alamy.com/content.asp>, and see below contributor testimonials.

Key Alamy staff

The company was set up by Mike Fischer, president, founder and former CEO of RM Technologies and James West, an entrepreneur with a photographic background. Many of the 20 staff have held senior positions in the industry, including Alex Bortkiewicz, head of photography, who was a senior picture editor at Stone; Alan Capel, head of content, who was head of image information at Getty Images; Stuart Cox, senior customer services manager, who managed Stone customer accounts, and Monica Hart, a company director, who developed the PhotoDisc brand in Europe and was latterly in charge of marketing and partnerships for Europe and Asia Pacific at Getty Images.

Alamy distributors

Alamy has a network of 15 distributors as follows: Tri-Scan Pty (Australia, New Zealand), Font Shop (Belgium, Luxembourg, Holland), ImageSelect (Belgium, Luxembourg, Holland), Dom Daniel (CIS including Amernia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikstan, Turkmenistan, Ukraine and Uzbekistan), Image Plan (Japan), PhotoPark (Korea), PhotoStock (Poland), Red Dot (Hungary), Strandperle (Germany, Austria, Swizerland), Panorama (China), ACI Agencia de Fotografia (Spain), Global Images (Sweden), Steve Lynch (Central America), Royalty Free Images (Ireland) and Atri Graphics (Russia).

Testimonials from customers

“Alamy the best! They have a highly usable website and the highest quality imagery. Basically, they've managed to offer a quick and efficient download system without losing the personal touch! Congratulations on achieving such great things in a very competitive market.”

George Bryan, WWAV Rapp Collins North

“However much we use Alamy, they never fail to impress us with the quality, originality and breadth of their images. Throw in excellent value, easy access, a highly professional team, and you have one of the best picture sources on the web today.”

Celina Dunlop, The Economist

“Alamy’s customer service is excellent. Also, the website is efficient and easy to navigate, the search results are accurate and you don’t get a whole lot of irrelevant images in a search.”

Marni Brownlees, Craik Jones

“What’s so great about Alamy? The friendly service and the 21st century approach to running a library (get out of the dark ages all you others!). If they ran an airline, I’d have to fly with them.”

Greg King, Eve Magazine, BBC

“I use Alamy the most out of all the stock agencies as its website is so quick, simple and easy to use. No fussing about trying to view images as you are given the option of two different sized images without tiresome download time - great! The downloaded larger images are also of sufficient quality to let a prospective client decide if the image is the right one for their job.”

Kevin McCann, Swiss life (UK) plc

“We used to never have time to contact all the smaller libraries and often felt that we were missing out on getting the right image. Now through Alamy we can be sure that all the very best specialist libraries are involved in any searches we do. Aside from amazing images, Alamy also offers great service and has friendly staff.”

Debi Hughes and Helen Kunzemann, Macmillan Education

“We LOVE Alamy! Not only do you have a vast collection of high quality images, but the rates are reasonable. That is so important to us in these budget-conscious times. I especially appreciate that it’s quick and easy to download from the website, with all the size options available. You have really perfected the process. I always advise all our designers *Check Alamy first!*”

Jill Supka, Radisson Seven Seas Cruises

“What we at River like about Alamy is that it has a personal feel to it, while also offering a varied selection of images that we can use across all our magazines. The website is fast and easy to use and the staff are helpful, approachable and always friendly. They also understand the pressure of tight budgets that picture editors have to work within these days and try to be flexible with their fees.”

Jael Marschner, River Publishing

“I have always found the service provided by Alamy to be fast, efficient and friendly.”

Victoria Goody, GTI Specialist Publishers

"The speed of Alamy's website makes long searches bearable! Its customer service is always impeccable too."

Kerry Falconer, Discovery Communications

"Besides having fantastic customer service (I know I can always get an answer or assistance whenever I need it) Alamy has great images. I've always been able to get the photos I couldn't find anywhere else."

Robert Sperka, Corporate Creations, Inc.

"Running a picture desk with image requirements varying from food and crowded streets to slugs and human brains, I need variety and speed in a library. Alamy gives me this and more, with its helpful, friendly team and reliable website. Thank you for making my life much easier!"

Ceri Crump, FOCUS magazine, Origin Publishing

"At Alamy, I always find happy, friendly staff on the end of the phone. It's also quick to sort out images and iron out any queries, the rates are very competitive and the website is easy to use and super-speedy."

Jodie Deakin, The Builder Group Ltd

"Alamy's website is very user-friendly and easy to navigate. But the most impressive aspect of dealing with Alamy is their customer service. I don't know of any other stock agency with the same exceptional level of customer service and expertise."

Elena Wood, J. O'Connor & Matthews

"We are increasingly using Alamy because of the variety of high quality rights-protected and royalty-free imagery, the delivery speed and competitive rates, all available through an easy-to-use website. We look forward to a continued close working relationship with Alamy in the future."

Emma Bree, Mary Glasgow Magazines

"Alamy has been a real find for us. The site loads quickly, and has an extremely fast search engine, something other libraries could learn from! We have found the content both comprehensive and original for our project needs, with an after sales service that is useful yet unobtrusive. In summary, Alamy offers a great site, effective products and good value."

Neil Horne, Abbey DPM

"I'm very impressed by the range and quality of the photos available from Alamy; I can almost always find what I am looking for. The speed of the search engine also means that I can find the images I need quickly."

Wendy Stokes, New Scientist Magazine

"The reason Alamy is my first choice for stock pictures is that their web site is super-fast and offers a huge selection, plus the service is very friendly, quick and personal."

Louise Thomas, Health Service Journal, EMAP

"I always turn to Alamy first when searching for stock photography because I rarely have to look elsewhere. Their range of images is vast and the quality is superb. The icing on the cake is that the website is an absolute joy to use. It's well designed, very intuitive and most importantly, blazingly quick. It's the best stock library - period."

Jonathan Hunt, Clavicorn Limited

"I use Alamy because I know I will find a good choice of images on their easy-to-navigate site and nothing is too much trouble for their staff if you need help."

Steven Lawrence, Country Life Magazine, IPC Media

"Alamy have an outstanding understanding of how the design industry works allowing them to service ourselves and ultimately our clients better. The staff are always friendly and can always answer our questions - no matter how bizarre. Also, the site is very fluid, with no complex search strings and more importantly, easy to understand price guidelines."

Andrew Eccles, Fudge Studios

"I look to Alamy for the unusual, the thought-provoking and the just plain weird (as in not typical stock) images I can't find anywhere else."

Fritz Klaetke, Visual Dialogue

"I like to surf on Alamy's website because it's very simple to search and find what I want quickly."

Valerie Ghevert, Nouvelles Images

"Alamy's site is easy to navigate, offering a wide range of content. Also purchasing and downloading is always straightforward."

Tina Keeble, Market Place Creative

"In less than a year, Alamy has been transformed into one of my first agency stops. In no small way is this due to the very helpful staff and picture content that continues to grow and diversify. Long may that continue."

Lee Wheatley, Forward Publishing

"It's great having a fresh resource like Alamy in the marketplace."

Amanda Sosa, Foote Cone & Belding Worldwide

"Unlike other image sites, Alamy is a pleasure to use. The response times are quick even when returning 100 images and that's something the others seem to have overlooked. More fool them. To further sweeten the deal, the images are cracking of course and the service is second to none. You want an image library you can rely on? Look no further than Alamy."

Gareth Paul Edwards, Hartley Briggs and Ross Creative

"I use Alamy regularly because I can almost always find the right images quickly and without fuss. They also understand that we have to get visuals approved before the project progresses - which is why watermark-free low resolution images at a decent size are so crucial."

David Kerfoot, The Tangent

"Although our own company has its own photographic service, there are times when clients make almost impossible demands and this is when Alamy steps in. Not only does it have a comprehensive range of high quality images but it also has an easily navigable site. In just a matter of a few clicks, you're looking at the image that meets your demands and puts a smile back on your client's face."

Ian Gregory, Pandora Graphics

"Alamy - a fantastic range of images, user-friendly website, great customer service and competitive pricing - what more could you want?"

Kate Earl, Woman Magazine, IPC Media

"The thing I like about Alamy is that I can always find something I like that and that I want to use. Like many others in my profession I search several image banks with no results, but I know that Alamy will have just what I am looking for. I also always find Alamy staff to be extremely efficient and helpful."

Melissa Crouch, Service Credit Union

"As a large direct marketing and advertising agency, we are always on the look out for fresh, exciting, and modern images to use within our clients' communications. Alamy's site has been extremely useful. Their images are great quality and they have a pricing structure that also puts others to shame."

Dave Collins, JDA

"Alamy staff are extremely helpful. I am also able to breeze through the website quickly to find suitable images for my projects and they have a great selection of images!"

Dana Zikria, BBDO Atlanta, USA

Testimonials from contributors

"Alamy is very photographer-centred. I appreciate their flexible terms, their knowledgeable and efficient staff, and a website that offers everything from photography tips to traceable online sales. Alamy is enabling photographers to have maximum control over their images, and still receive an equitable commission."

Marv Johnson – Fogstock

"Alamy offers the photographer complete control. From a buyers' perspective the search facilities are the swiftest in the business."

Bob Elsdale

"I was intrigued by Alamy's approach to stock photography sales - all online, inexpensive for buyers, quality conscious, allowing the photographer to keyword his/her own images and giving a high percentage return to the photographer. I am particularly pleased with the no-fuss aspects of sending images on a CD and receiving commission checks not long after. I am relatively new to stock sales and appreciate the income made with little additional effort."

Bart Harris

"Alamy has proved to be a powerful collaborator in the marketing of my stock photography. By linking my web site to www.alamy.com and having my photos available on the Alamy site, I gain the powerful benefits of 24/7 e-commerce capability, sophisticated keyword search capabilities, and other relevant infrastructure that makes the purchasing decision easy for my clients. In these days, fewer obstacles to purchase mean more sales, and I appreciate the many, and increasingly viable, benefits that Alamy brings to my stock photo business."

Stephen Frink

"Alamy offers a degree of service that makes marketing my images to the world a breeze."

James Lauritz

"Alamy has managed the difficult feat of balancing high technology with the personal touch, particularly in the way it interacts with image buyers and contributors. The technology never gets in my way; as a photographer, it allows me to display my visual ideas and themes in exactly the way I want. At the same time, I can get helpful feedback and support at any time. In these volatile times, Alamy has become the right place for the creative photographer seeking to sell to a global customer-base. Bravo!"

John Bower

"I like Alamy because it puts me in control of how I market my stock. I decide what images to sell, how to license them, and how to keyword them. Alamy's website makes all this very simple to do."

Peter Mumford

"Alamy's approach to stock photography is like a fresh breeze in an industry that has become too stale, too complex, too predictable and too corporate."

Lisa Valder - Imagestopshop

"We love the Alamy model! Everything online, no catalogue fees, a fair split for the photographer. It's the way the stock industry will go in the future."

Lightworks photographic

"The speed of the submission process is the best in the business - by far."

Terry Why

"Everyone talks about the excellent management, intelligent business plan and technical expertise at Alamy, and well they should. But it is the mailbox money at the end of the month that gets my attention."

Tom Payne

"We are very happy to be working with Alamy. A fantastically fresh no-nonsense approach to selling pictures online, combined with a forward-thinking philosophy, makes Alamy one of the most appealing of all picture portal sites. Alamy has the advantage of an in-depth understanding of the picture industry and how to sell online. This knowledge puts Alamy in front of the competitors. Moreover, Alamy's embracing of the democratic dynamics that Internet trading has to offer, makes BBC Wild even more willing to get involved in this exciting enterprise."

Adam Teasdale, Nature Picture Library

"As a specialist collection Arcaid sees its alliance with Alamy as a conduit into the global arena, which also allows us to maintain our own identity. It gives us a viable presence in a marketplace that most smaller agencies would find difficult to access."

Lynne Bryant, Arcaid

"We are very pleased to be working with Alamy as they have a truly international vision of picture marketing that we see as the way forward. Their attention to image quality has also echoed our own belief that it is important to offer customers the best. They help us to reach a wider, global market while we still remain a very specialist source of pictures and information on Polar Regions. In these days of the accountants running picture sources, it is good to be working with people who love pictures."

Cherry Alexander, Bryan and Cherry Alexander Photography

“Working with Alamy gives us an opportunity to reach a wider market. The role they play in bringing buyers and images together is beneficial and important to the whole industry. They have utilised complex technology in innovative and creative ways while simultaneously projecting their passion for photography.”

Steve Bloom, Steve Bloom Images

“We were looking for a single online distribution source for our extensive archives and a long-term partner, allowing us to focus on image acquisition and enhancement. In Alamy, we have found such a partner. No other stock photo site offers such a strong combination.”

Brian Smolens, Vintage Images

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