

Annotate Expert – Get the best value out of your photographs

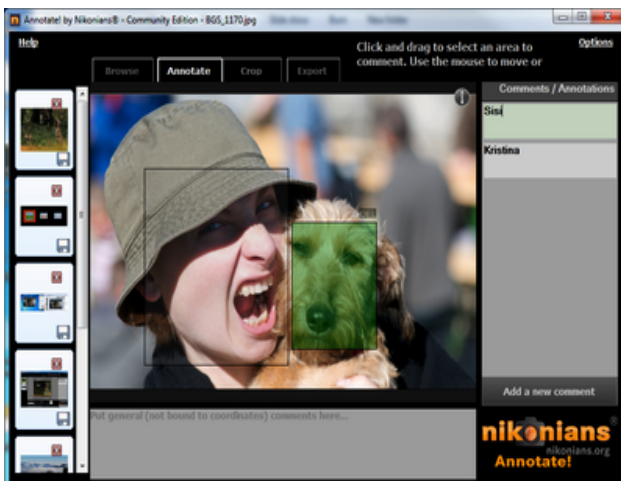
Professional image tagging, annotation, retrieval and sharing for photo artists.

Challenge

As a professional photographer, photo artist or retouching specialist you need more than just a tool to archive your thousands of images.

To get the value of your work you need to find them instantly when needed, discuss all or parts of an image to improve quality, identify people and objects on the image and link them to create your personal network of images.

Finally, you may want to share your work and findings to teach others or acquire valuable critiques for yourself.



Benefits

- **Minimized search effort:** Instantly find what you need based on identified objects/people within an image, to which each annotation tag is related.
- **Original untouched:** Identify, mark and comment relevant parts of an image, without touching or changing the image itself.
- **Focused discussions:** Search for, document and discuss well identified parts, not only the complete image.
- **Annotate is lightweight** regarding system resources and ease of use.

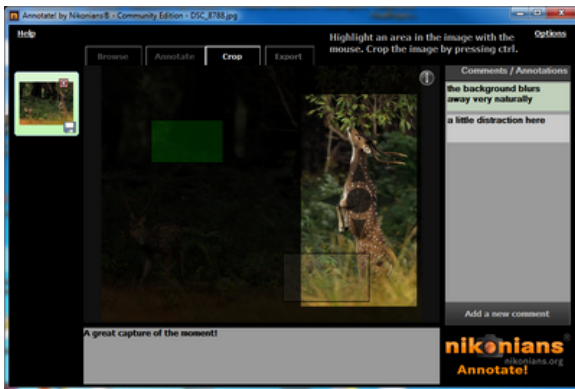
Features

- Highlight parts of an image and add textual comments (annotations) with one click
- Keeps the original untouched - does not destroy or change the original image
- Annotate multiple images at once
- Annotations never get lost, because they are integrated into the image EXIF files (without XMP sidecar files)
- Images are still accessible by every image viewer
- Annotate Expert shows the images plus the annotations (in your choice of font sizes)
- Merge and export image plus annotations in one step to make them available to anyone
- Direct upload to online services / galleries
- Send Email directly from Annotate
- Direct import from clipboard
- Multi-language support
- Use your own logo / watermark to be copied into each annotated and saved image
- Support of most RAW formats
- IPTC keyword integration
- Voice annotations as easy as text
- Fast full text indexing and searching
- Link images to annotations
- Plugin-support for Adobe Lightroom and other professional image archives and tools
- Project export with several levels of detail
- Collaboration support: Teams can simultaneously work on the same image



Solution

- Annotations are stored as a separate layer on top of the original image.
- The image is not touched at all when placing "virtual crops" in your images.
- Your comments are stored in a non-destructible way as text into the EXIF part of the image file.
- Annotations are stored in native XMP format to ensure interoperability.



Technical Requirements

- Annotate Expert is available for MS Windows XP, Vista and Windows 7.
- A Mac OS X version will be released in Summer 2010.
- Supported image-formats: jpg, png, tif, bmp, psd
- Supported RAW-formats: dng, cr2, crw, nef, nrw, pef, arw, sr2, srf
- A total maximum of up to 60,000 characters can be added as annotations to a single image.

Pricing & Support

- Free evaluation license available.
- Single user license is just 59 € / \$79 USD.
- Support and upgrade services are available.
- We provide hotline, help forum, FAQ and Wiki support.

Details

Fast and easy to use. (1) Double click to open or paste an image from the clipboard, (2) draw a rectangle over the relevant part of the image and (3) type in the keywords. Repeat (2) and (3) as needed. That's all.

Embedded annotations. The XMP-embedded annotations never can get lost or disconnected from your image. Whenever an image is copied or mailed, the annotations go with it and if opened by Annotate your annotations are shown.

Voice annotations. Record or attach voice comments to an image as easy as text comments - stored inside the image.

Full text indexing and search. The automatic indexing of all tags in all images of the configured project folders ensures a fast and smart search.

IPTC keywords integration. Keywords are updated with your tags and are read from existing keywords upon opening an image for the first annotation.

Keyword libraries can be built from your existing annotation tags or imported from other sources.

Annotate Expert is lightweight. This software is lean and focused on professional workflows. It can also run in your system tray, waiting to be used anytime you need it to take a screenshot or crop images.

Annotate Expert is all you need. If keyword tagging and coordinate-bound comments are your priority, you will not need to use complex digital photo editing software to put non-destructible comments in your images.

Annotation Layers. Allows easy categorization of your annotations by purpose such as measurements, quality hints, people tagging.

Colored Annotations. Annotations can be highlighted according to your selected themes or ideas. Different authors of comments can be highlighted to avoid confusion.

Traceability. To allow traceability each annotation is stored with its author plus timestamp in a history log.

Annotate multiple images. Open as many images as you like to annotate and switch between them.

Smart copy. If you open an un-annotated image, Annotate Expert can transfer the annotations from a similar image as template texts.

Link annotations to images. With a link from an annotation area you can easily point to a more detailed image or other further information.