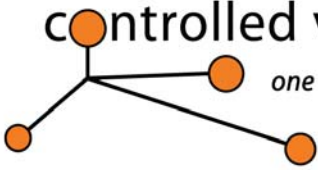


controlled vocabulary
one thing leads to another



FUTURE CAMERA METADATA

Or,


easy **facil**

“Why isn’t there an “Add Description” button on the back of my digital camera?”

David Riecks, <http://www.photometadata.org> Project Leader;
Chief Technical Advisor, PLUS;
Member of IPTC Photo Metadata Working Group
<http://ControlledVocabulary.com/> Twitter: @davidriecks


FUTURE METADATA

Why is this still an April Fools Day story?
Samsung releases Digital Camera with "Add Description" button & voice annotation/transcription"



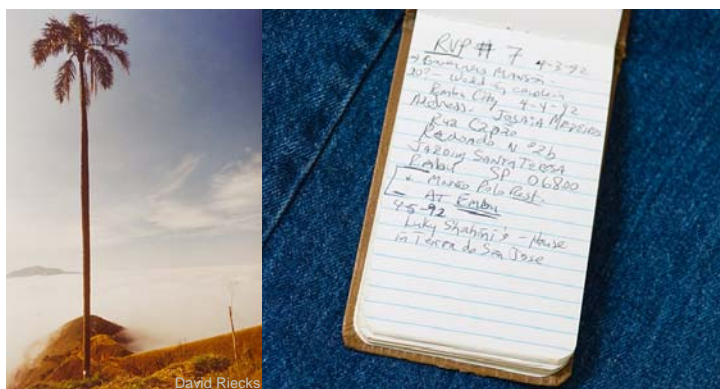
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one thing leads to another



FUTURE METADATA

- **The Best Time to Record Details is NOW**



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METADATA: A Stock Photographer's View

The Future

- **In-Camera Annotation**
 - Need more options
 - Make cameras Bluetooth, wireless, or infrared enabled
 - (add info to images in camera at time of capture)
 - Voice annotations can help, but requires transcribing later



2007

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FUTURE METADATA

- **It's not Magic or Science Fiction**
- What's Possible Now?

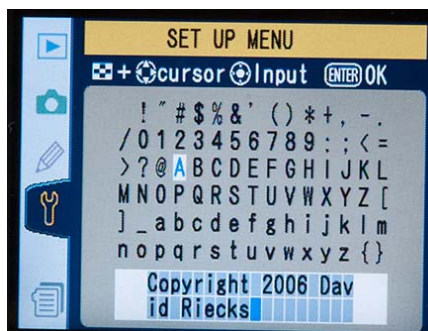


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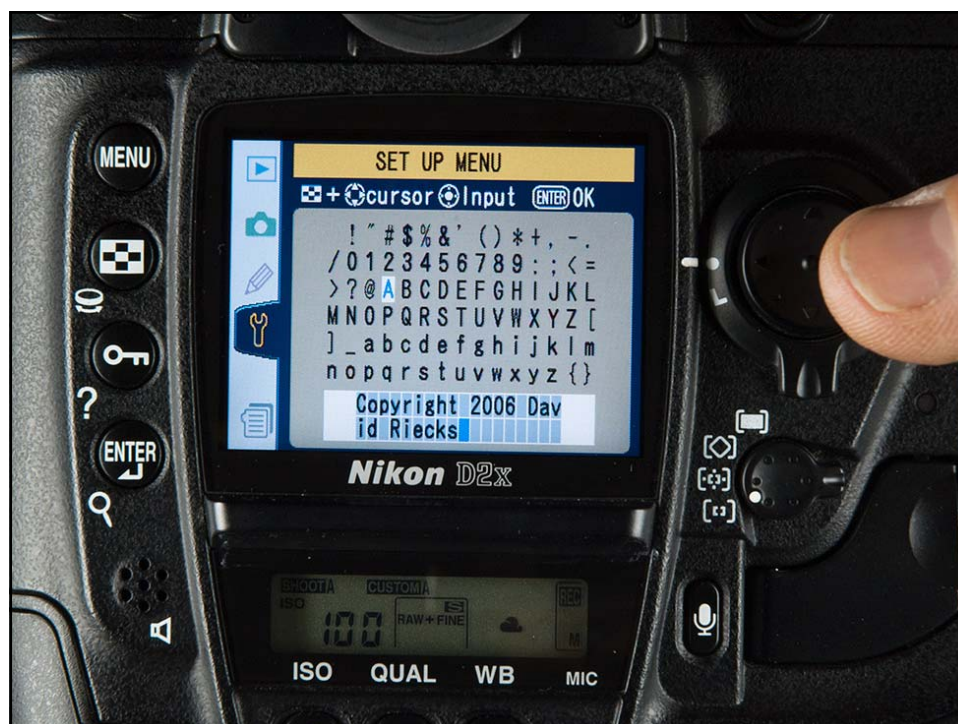
FUTURE METADATA

- **What Can you do right now?**
 - Embed Image Comments (Copyright)
 - Into Exif



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FUTURE METADATA

- **What Can you do right now?**
 - Embed Image Comments (Copyright)
 - Embed “where” the photo was taken with GPS

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FUTURE METADATA

- **What's Possible Now?**

- GPS/Camera Control

- BlueSLR
- Canon 6D

- GPS only

- Many Nikons
- Many Canons



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FUTURE METADATA

- **What Can you do right now?**

- Embed Image Comments (Copyright)
- Embed "where" the photo was taken with GPS
- Create "Visible" Watermarks

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FUTURE METADATA

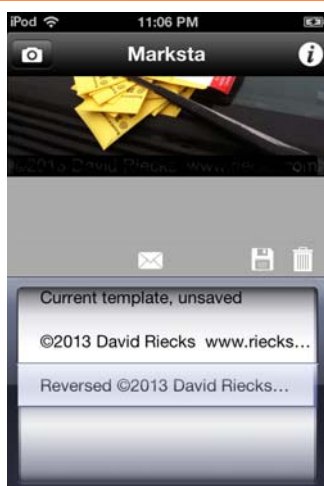
- **Visible Watermarks**
 - Marksta.com
 - Photoshop
 - Photo Mechanic
- **Downside?**
 - Smartphone only or,
 - Have to Wifi/Bluetooth transfer
 - Don't want to mark original



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FUTURE METADATA



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FUTURE METADATA: WHAT'S POSSIBLE NOW?

- **Wi-Fi connection between:**
 - camera & laptop
 - camera & tablet
 - camera & smart phone

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A screenshot of a Twitter interface. At the top, navigation tabs for 'Home', 'Connect', 'Discover', and 'Me' are visible, along with a search bar and settings icons. The main content is a tweet from 'Summit-Stories' (@SummitStories) with a 'Follow' button. The tweet text reads: 'Sharing the view from the top of Africa with @eyficard #mobicard. #kilitechtrek on #kilimanjaro. #itsthateasy pic.twitter.com/TdtZp27PvS'. Below the text are icons for 'Reply', 'Retweet', 'Favorite', and 'More'. The tweet includes a photograph of a sunset over a mountain range. On either side of the photo are two orange Eye-Fi 'mobi' 8GB+Wi-Fi memory cards. At the bottom left, the website 'www.controlledvocabulary.com' and Twitter handle '@davidriecks' are listed. At the bottom right is the 'controlled vocabulary' logo with the tagline 'one thing leads to another' and a network diagram.

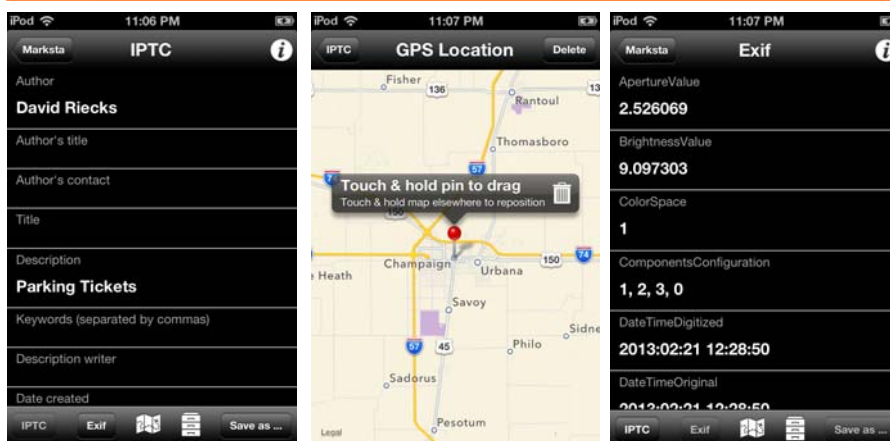
FUTURE METADATA: WHAT'S POSSIBLE NOW?

- **How to “mark” or “add” info to images?**
 - From laptop:
 - Use Live Ingest on Photo Mechanic /Lightroom
 - From tablet or “smart” device:
 - On iOS use Marksta App.

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FUTURE METADATA



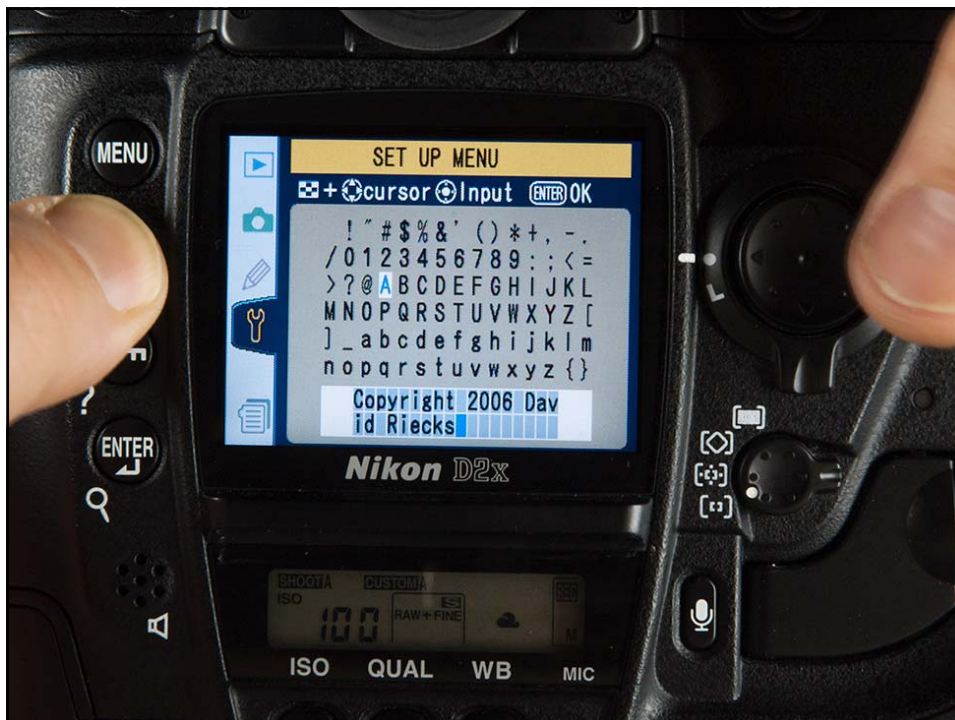
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FUTURE METADATA

- **What's Still Needed?**
 - Easy Means to add Metadata

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FUTURE METADATA



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FUTURE METADATA

- **What's Still Needed?**
 - Easy Means to add Metadata



Where's the "Easy Button"?

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FUTURE METADATA

- **Smart Device**
 - Bluetooth?
 - Wi-fi?

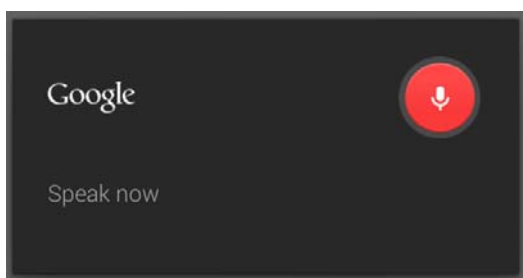


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FUTURE METADATA

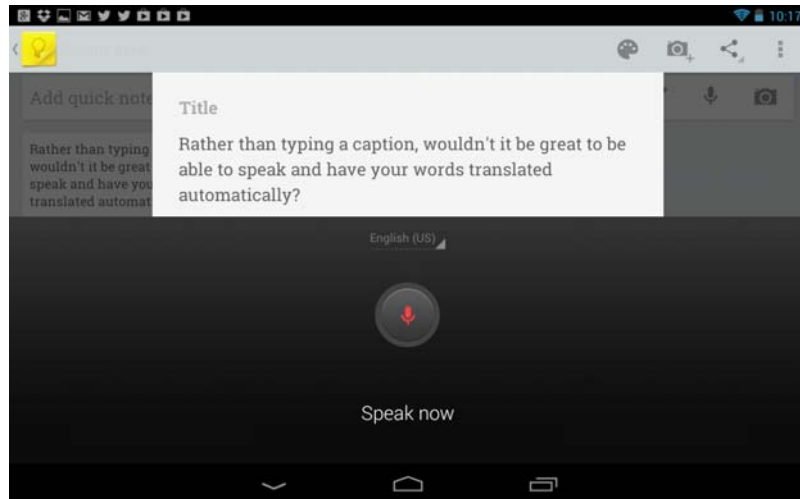
- **Voice Recognition / Transcription**



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FUTURE METADATA



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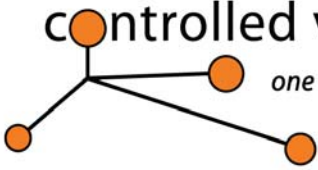
FUTURE METADATA

- **What Can You Do?**
 - Ask Camera Manufacturers?
 - Ask smart device makers?
- Read: <http://photometadata.blogspot.com/2011/10/why-cant-i-insert-metadata-at-capture.html>
- or
- bit.ly/11SR10P

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controlled vocabulary



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FUTURE CAMERA METADATA

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