

# Managing Image Rights with



camera  bits

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# Photo Mechanic Perspective

- Desktop application not a web-based service
- Photo Editor not Pixel Editor
- Designed as front-end tool for photographers
- Original PM version from 1998 supported IPTC
- First application to embed IPTC in RAW



# Seven Roles of Software

1. Support IPTC / PLUS standards (allow customization)
2. Facilitate batch application of metadata (Stationery Pad)
3. Make metadata easily accessible and visible (Variables)
4. Enable automation of metadata (Code Replacements)
5. Enable access to the PLUS Registry (Uploader plug-in)
6. Preserve rights metadata (watermarks)
7. Educate users (video tutorials)



# 1. IPTC / PLUS Support

- Over 60 IPTC and PLUS fields supported
- Customizable IPTC dialogs
  - Can change order and hide unwanted fields
  - Can rename titles so as not to confuse long-time users
  - Can share layout with colleagues using Snapshots
- Flexible control of reading and writing of IPTC for standard image formats and proprietary RAW formats
- Tools for synchronization of metadata between RAW & JPEG



# 2. Batch Application of IPTC

- IPTC Stationery Pad: customizable rubber stamp
- Can be used in various commands that create new files
  - Ingest (from disk) and Live Ingest (tethered / watch folder)
  - Copy
  - Save-As
  - Upload (e.g. FTP, Photoshelter, etc)
- Directly from IPTC Stationery Pad and IPTC Info dialogs
- Useful to fix or completely define IPTC / PLUS metadata



## 3. Easy Access with Variables

- Used to extract metadata
- Designated by curly braces: {variable}
- Camera (Exif), IPTC, date & time, special, user & client
- Can be entered in text field for many dialogs
- Built-in and accessible by the “Variables” button
- Useful for display and diagnostics (e.g. thumbnail titles)
- Only evaluated for images, not in IPTC Stationery Pad, Ingest, etc



## Variable Examples

{filenamebase}	_DSC1234
{year4}	2013
{photog}	Dennis Walker
{copyright}	© 2013 Dennis Walker
{imagesuppliername}	Photo Bits
{contactweb}	www.camerabits.com



## 4. Automate Using Code Replacements

- Simple use is as an abbreviation for a longer string
- Designated by your chosen delimiter: =code=
- You provide the codes and their replacements; not built-in
- PM looks up the code and if found replaces it immediately
- Can be entered in text field for many dialogs
- Improves both speed and accuracy of data entry



## Variables as Codes

<u>Serial #</u>	<u>Photographer</u>
123	Dave Martin
321	Dave Martin
456	David J. Phillip
654	David J. Phillip
789	Matt Slocum
987	Matt Slocum

Photographer: = {snum} =



## 5. PLUS Registry Support \*

- Upload to PLUS Registry
- Query and view PLUS Registry status for photos
  - Using image ID if available in image's metadata
  - Using pixel data if image ID not available
- Authenticate as owner / licensor
- Update IPTC metadata

\* currently under development



## 6. Preserve Rights Metadata

- Apply a visible watermark (using Variables or image with alpha channel)
  - Save-as (e.g. copy to client for review)
  - Upload (e.g. to Photoshelter)
  - Export (e.g. as web pages)
- Stenographic watermark using Digimarc \*
- Enforce preservation of rights metadata \*

\* still under investigation



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Thank you and Gracias!

