



PRESS RELEASE

## **“Endless Media™ – See What You Think”**

**Masterfile announces Endless Media™: the next generation web application that revolutionizes image searching for picture buyers.**

Toronto / Düsseldorf, December 2008: Stock photo agency Masterfile Corporation has just launched its revolutionary new user interface, Endless Media™, heralding the next generation of online image searching. The project has been under wraps for more than a year with Masterfile’s development team while the company applied for international patents on the unique methodology and its underlying logic.

Endless Media's innovative features deliver new dimensions in image searching for industry professionals. It is simple, fast and efficient - enabling users to streamline their existing workflows. It reduces typing, eliminates “unproductive” mouse clicks and annoying pop-up windows while providing a unique display methodology that makes the site easier to navigate. Users can search deep in the collection without ever getting lost.

John McDonald, Masterfile’s Vice-President of Product Development and the technology’s creator, says *“Think of it as visual logic for designers with the extreme speed of a desktop application. It’s a ‘type less and see more’ paradigm where users follow their own visual instincts to direct the search. There is nothing out there with its speed and simplicity... and this is just the beginning.”*

Beyond the speed of the application, there are many new features built into it, including:

- An “endless” horizontal image display eliminates the concept of “pages”;
- The site’s unique design logic prevents users from losing their place when they refine their search within results.
- A powerful history feature allows users to review any of the images they’ve previewed a few minutes ago, or even a few months ago.
- An advanced and improved SimSearch® automatically displays visual similars as well as images from the same shoot whenever a user previews (enlarges) an image.



- An innovative "pairing" feature allows users to use any image to find other visually similar images of a different subject. This feature is ideal for rapidly selecting multiple images for communications media based on a visual theme or design.
- There is support for hundreds of lightboxes and up to 4 active ones to enable users to save images for multiple projects/concepts in one pass.

Says Masterfile President, Steve Pigeon: *"A year ago I said we were working on something that would make our competitors weep. This is it. We have taken the search for images to an entirely new level. With Endless Media™, you can see what you think."*

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**About Masterfile Corporation:**

Masterfile Corporation is a global visual content licensor, with an exceptional collection of rights-managed and royalty-free stock images by world-class artists. The images - covering a wide range of subjects - are stored digitally and showcased, licensed and delivered instantly to commercial clients worldwide via the Internet. The company's reputation is built on personal customer service, fast picture research, and unique and helpful website features such as SimSearch®. Endless Media™ (patent pending) - Masterfile's revolutionary online search engine, released in December 2008 - has set a new industry standard, helping clients find the images they need faster than ever. Masterfile has its global headquarters in Toronto, European headquarters in Düsseldorf, sales offices in London, Milan and Paris, and independent agents in 100 countries across six continents.

**Press contact:**

We would greatly appreciate brief notification of publication or if we are mentioned in your publication. If you need additional information or photo material, please contact Masterfile Corporation's Publicity Department:

L\*ÉTOILE PR / Tina Husemann  
Schanzenstr. 20a, 40549 Düsseldorf, Germany  
Direct: +49 (0) 211 58 00 56 54, Mobile: +49 (0) 177 672 5403  
Email: [press.europe@masterfile.com](mailto:press.europe@masterfile.com) or [tina@letoile-pr.de](mailto:tina@letoile-pr.de)

**Contact Masterfile Corporate Headquarters**

3 Concorde Gate, 4th Floor, Toronto, Ontario, Canada M3C 3N7  
Direct: +1 416 929 3000, Fax: +1 416 929 2104  
E-mail: [info@masterfile.com](mailto:info@masterfile.com)



**Contact Masterfile European Headquarters**

Masterfile Deutschland GmbH, Schanzenstr. 20a, 40549 Düsseldorf, Germany

Direct: +49 (0) 211 95 77 00, Fax: +49 (0) 211 95 77 03 99

Email: [press.europe@masterfile.com](mailto:press.europe@masterfile.com)

**[masterfile.com](http://masterfile.com)**