



**FOR IMMEDIATE RELEASE**

## **Masterfile raises the bar for online image search**

*Toronto August 17, 2011*

### ***Stock photo agency launches second generation of powerful image search interface***

Masterfile, a global leader in stock image licensing, has upgraded its website with a suite of timesaving tools for the creative professional.

*“The new Masterfile.com is a game changer: it makes the task of sifting through millions of images an enjoyable, rewarding and ultimately creative experience.”* - Steve Pigeon, President.

In addition to powerful extant features like SimSearch™, zoom and visual pairing, new capabilities enable users to:

- Customize the interface
- Open, refine and save searches on multiple tabs
- Search by colour with preset palettes
- Review previously enlarged images with an extensive search history

and perhaps the most interesting feature of all:

- Upload a reference image and find a similar – or a match – in seconds!

John McDonald, Masterfile’s Vice-President of Product Development and the technology’s creator says *“The new Masterfile interface allows you to find the right image faster than ever with a minimum of effort. In effect, you can search literally and visually and see the results in parallel. When you’re looking for that one image in a million, Masterfile will help you find it faster than anything on the planet.”*

-30-



**FOR IMMEDIATE RELEASE**

**About Masterfile:**

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 fast personal service and premium quality. Masterfile's revolutionary search interface which was completely updated in 2011 has set a new industry standard, helping clients find the images they need faster than ever. The site is augmented by an iPad/iPhone application. Masterfile has its global headquarters in Toronto, European headquarters in Dusseldorf, sales offices in London, Milan and Paris, and independent agents in 100 countries across six continents. It also offers a collection of more than 1 million budget-priced images at [www.crestock.com](http://www.crestock.com).

iPad, iPhone and iTunes are trademarks of Apple Inc., registered in the U.S. and other countries. Masterfile, SimSearch and Endless Media are trademarks of Masterfile Corporation.

**Contact:**

Steve Pigeon, President, Masterfile  
Telephone +1 416 929 3000  
[spigeon@masterfile.com](mailto:spigeon@masterfile.com)