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Masterfile launches “People’s Choice” search

Masterfile harnesses the wisdom of crowds for enhanced image searching

For Immediate Release

Toronto, Canada – June 27, 2007

For several years Masterfile has been aggregating the actions performed on every image on its website in preparation for an enhanced search format - and now it’s arrived. The new “People’s Choice” search option uses compiled client actions to display images ranked by popularity.

Masterfile’s president, Steve Pigeon says, “People’s Choice delivers exactly what the name implies – and the results are often quite surprising. Our collection is growing rapidly, so we are continually developing faster and more intuitive ways for our clients to find the right image for their project. We now offer five different ways to search on the website: Editor’s Choice, People’s Choice, Date Added, Category browsing and “SimSearch” which uses visual search algorithms to bypass keyword entry. We strive to help clients find the perfect image in the least amount of time. People’s Choice is yet another Masterfile initiative aimed at achieving that goal.”

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, showcased, licensed and delivered instantly to commercial clients worldwide via the Internet. Masterfile has its global headquarters in Toronto, European headquarters in Düsseldorf, sales offices in New York, Chicago, London, Milan and Paris, and independent agents in 30 other countries across six continents. Additionally, Masterfile has art departments, editing and image production operations in Toronto, Düsseldorf and London.

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People's Choice

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Editor's Choice

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