



PRESS RELEASE

## **It's a bird! It's a plane! – It's Masterfile's Booklet V**

**Masterfile proudly presents *Masterfile City*, the stock photo agency's fifth booklet that whisks readers off into the world of pixels**

Dusseldorf, October 2007.

What *is* a photograph – a captured moment? A piece of paper? A glimpse of reality? Whatever it is, today a photo starts with a swarm of pixels. Each one as vibrant and complete as the world itself.

Masterfile's brand-new hardcover booklet is dedicated to the beauty of pixels. In late September, the stock photo agency sent a flock of this fifth booklet *Masterfile City* to its clients. Upon receiving the booklet, many were puzzled...literally. The cover design incorporates a pixel puzzle that resolves into a proud, brilliantly colored parrot when completed with a little patience and imagination.

But the fun doesn't stop at the cover: pixels enthrall the reader on every page of *Masterfile City*. Parts of some photos and text are shown as visible computer pixels. On other pages, pixilated objects are added to otherwise "normal" photos, lending a surprising and often amusing edge to the content. Throughout the booklet, Masterfile explores pixels as the essential design element. And the reader delves into the world of pixels gaining a deep understanding of the relation between real photos and the minute dots that make them.

The choice of pictures is as diverse as Masterfile's photo collections. Carefully

# Masterfile

selected and edited, the images show scenes and impressions from every corner of the world. They are the perfect complement to the booklet's sophisticated design. The benefit to users is clear: Masterfile has an image to illustrate every message, a picture to satisfy every design need, a photo to blend in with every style. *Masterfile City* is an invitation to roam the bottomless archives of Masterfile and an inspiration to make each picture your own.

To create the booklet, Masterfile's European design team collaborated once more with Parasol Island ([www.parasol-island.com](http://www.parasol-island.com)), a German agency that had already helped to realize Masterfile's award-winning animated 3D image movie #1 ([www.masterfile.com/universe](http://www.masterfile.com/universe)). The production was managed by Die Produktionsschmiede ([www.produktionsschmiede.de](http://www.produktionsschmiede.de)), a German production company.

Stay tuned:

By the end of October, the virtual version of *Masterfile City* will be available online. You will receive links and details in an upcoming press release.

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## **About Masterfile Corporation:**

"Masterfile Corporation is a global visual content provider, 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 spread across six continents."

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