Image Collector

By Global Look Press

1.

Trends and Problems

Market condition and short overview

Why is UGC so importaint?

1.

Trends and Problems

Huge amount of photos

According to Mylio research humanity will take 1,436,300,000,000 photos in 2020... that's over 1.4 trillion.

For example, if you took one photo every second, it would take you over 45,544 years to snap the number of photos humans will take in 2020 (and your finger might be a little sore).

Modern digital companies must adapt to such a rapidly changing world with a huge number of media assets.

Huge number of sources

There are over 1.7 billion websites on the world wide web today according to Internet Live Stats.

Only in Instagram there are more than 1 billion active users with more than 500 million active accounts each day.

All these facts impose a number of restrictions on finding the necessary information from such a huge amount of sources.

Hard to interact with Big Data

The number of media assets and their sources is growing exponentially every day, and tools for interacting with it must adapt to this amount.

Scalability, lightness, load resistance, and ease of use are just some of the main requirements for modern media software.

However hiring expensive Big Data specialists or trying to use more and more human power is often a costly problem for many companies.
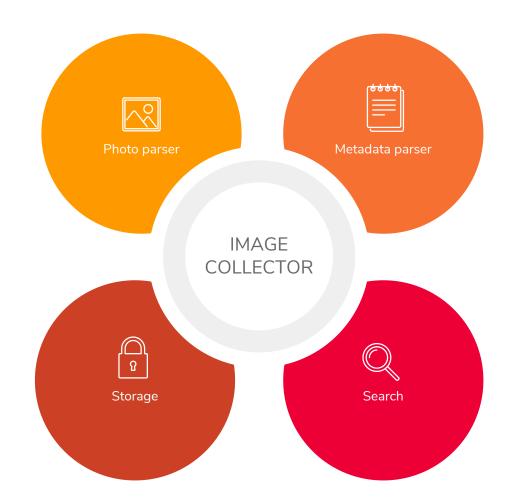
COLLECTOR

We have a solution for these problems!

2.

What is Collector?

Product Description

Main functions

2.

What is Collector?

Photo parser

Metadata parser

IMAGE COLLECTOR

Storage

Search

Main functions

2.

What is Collector?

Auto Image Downloading

Load-resistant and error-free algorithms in the Collector allow you to upload tens of thousands of photos in a matter of seconds.

Auto Metadata Downloading

All metadata and surrounding information will also be downloaded. You can always go back to the original source. Nothing will be lost!

Storage & Security

You can choose any convenient sources for storing media assets. Flexible configuration and access management will allow you to store and use media assets safely.

Search & Filtration

Setting the necessary upload parameters will allow you to collect only what is necessary, focusing on your target audience or the desired hashtag.

3.

What Collector gives?

Product Value Proposition

Benefits

3.
What Collector gives?

Time & Materials economy

You do not need to waste time and money searches through hundreds of posts online - everything works automatically.

Publications Monitoring

You are always close to your audience and can quickly respond to changes in the external environment by publishing a post or analytics.

Searching for UGC

Just use images with Creative Common or Public Domain license for your benefit without any labor costs and absolutely for free. What a nice gift!

Content Distribution

Upload the appropriate content immediately where it is necessary - from the local working directory to your boss's desktop.

Databank creation

Create data stores from uploaded photos to generate profile content or to monetize archive assets. Are you already making money on your data?

Management & Control

Use a system approach to working with media assets - control access and security of your media assets and manage necessary processes.

3.
What Collector gives?

How is a Collector useful in different corporate areas?

Media Sources & Bloggers

- To search and catalogue images from free sources
- To monitor image and video activity in social media
- To create independent journalism channels
- To distribute images and video content

Corporation & Business

- To create content for mass media consumption
- To monitor the activity of associates and competitors
- To increase interactions with buyers (For example through photo competitions)
- To create a data base of images for usage in different subdivisions of the company

Use cases

3.
What Collector gives?

In which corporate areas is the Collector best applied?

Social Services & Political org.

- To distribute content in mass media
- To monitor publications and responses on social media
- To find supporters and allies of their cause
- For monitoring PR firms of celebrities, musicians, sports clubs

Travel & Sport

- To stretch company's budget saving on commission for photographers
- To authentically tell your story, and engage with your audience
- To get access to fresh content via UGC
- To connect with millennials
- To differentiate your brand

4.

What is better Collector?

Product Advantages

Advantages

4.

What is better Collector?

Faster than Google, Yahoo, Bing etc.

Search for assets qualitatively faster than any public search engine which is aimed to work for the mass public and process millions of incoming images.

More Relevant

Found content is more relevant due to the specific selection and private sources like messengers, closed groups and other sources such as FTP servers and or archives.

Metadata Management

Collector adds all the necessary metadata which makes photos easier to find again in the future.

Auto Translation

No matter where you collect assets from, all metadata will be translated automatically to the desired language and back at any time.

API & Integration

It is easy to integrate Collector with any size product - we use the most modern and reliable approaches to development.

Simple & Safety

Focusing on the most necessary functionality allows the Collector to solve problems quickly and efficiently. It's as simple as that!
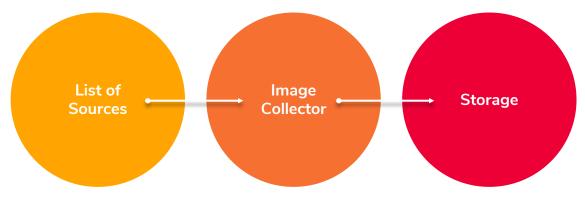
5.

How to use Collector?

Product Usage Guide

Usage Guide

5.

How to use Collector?

There are only two major steps of the Collector usage:

- Just tell the Collector **where to get** images (web sites, social networks, Instagram, FTP's etc.)

- And just tell the Collector **where to put** (specify a path to storage)!

List of Sources → **Image Collector** → **Storage**

Also you can specify some parameters if necessary:

🔍 Search by **hashtags**, filters, key words etc.

🚩 Download to FTP or locally
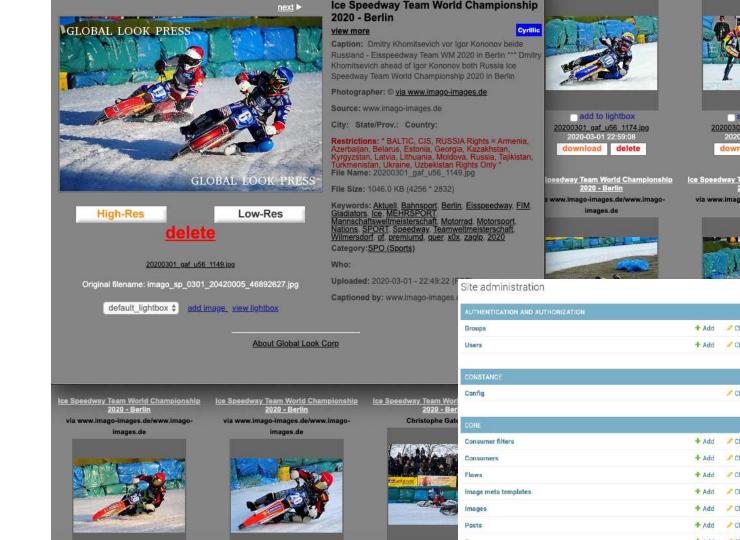
👤 Face Recognition & Automatic Translation

📅 Dates you wish to monitor

Screenshot

5.

How to use Collector?

Thank you very much for your time

If you have any questions about this document please don't hesitate to contact us at:

- www.globallookpress.com

- fomin@picvario.com

- +7 (495) 517-94-44