

## Press Release

digilibri debut at the Frankfurt Book Fair, Hall 4.2., Stand J440

### **Professional Internet marketplace for digital images and texts exhibits at the Book Fair**

***New sales and exploitation opportunities for digital products / identification by means of DOIs / watermark protection against unauthorised downloads***

*Heidelberg/Frankfurt - 04.10.2005.* Arnoud de Kemp, well-known in the publishing world as a pioneer in the development of market-driven solutions for electronic publishing, with photographer Ingrid Maria Spakler, has developed a new service platform as a professional marketplace for suppliers and purchasers of all forms of digital content, from digital image material, facsimiles, book and art reproductions to specialist texts and fiction for the Internet. <http://www.digilibri.com/> has been online for several days now. The range of services will be on show for the first time at the Frankfurt Book Fair from 19th – 23rd October in Hall 4.2., Stand J 440 (Digital Market Place). The digilibri marketplace is available in two languages - English and German.

"digilibri offers new sales and exploitation opportunities for digital content. Our marketplace provides all the functionalities required for professional marketing and management of the products being offered," explains de Kemp. "The business concept comes right out of the industry, so it's tailor-made for the industry. The services are designed to meet the needs of publishers and image marketing agencies in particular, but they are also of to freelance photographers, illustrators, clubs and professional associations," de Kemp adds.

digilibri is marketplace, agency and publisher in one. The digital services provider operates the platform on the Internet, publishes digital content for third parties, acts as the intermediary for rights of use and exploitation on behalf of its subscribers and, through its close association with the European DOI registration agency mEDRA, ensures that digital publications can be continuously identified and referenced. Long-term archiving is handled by the German State Library in Frankfurt.

The marketing of digital products is supported by the use of modern techniques designed to safeguard copyrights or unique object identification by means of a so-called Digital Object Identifier (DOI). DOI, broadly speaking, is a reference system comparable with ISBN and ISSN. digilibri also prepares files specifically for web search engines.

Digilibri's particular strength is first and foremost the marketing of digital images for commercial purposes. The marketplace provides all the functions necessary for the display, purchase and sale of photographic material. Photographers, artists and illustrators, etc. are able to upload their products to the service platform in an uncomplicated manner, catalogue them using query masks and specify the terms of use. Watermarks integrated directly into the images protect displayed photographic material from unauthorised downloads.

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A powerful search engine is also available. Entering a keyword allows the user to search for the corresponding motifs, with the option of a more detailed search using the advanced search mode. If the DOI of the desired image or publication is known, the object can be accessed directly.

Every image (or other object) has the name of the photographer, artist or producer displayed on the screen, plus the exploitation options, terms of use and other relevant information. With a couple of mouse clicks, the selected products are placed in the shopping cart, the purchase order completed using the standard procedure available on Internet marketplaces and then submitted online. The actual processing of the order is performed directly between the provider and the purchaser.

De Kemp and Spakler not only intend to make photos and publications accessible via the marketplace, but also valuable individual items and original works, sheet music and digital videos.

digilibri is a member of the German Publishers and Booksellers Association.

**Further information:**

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