

WELCOME TO

novarc images

INSPIRING IMAGES FOR YOUR VISION

EDITION 2019



Photographer briefing

Technical requirements for your image upload
and general information about us

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Part I

Technical requirements for your image upload

1. General technical requirements

All images submitted by you should be fully edited (retouched, color-corrected and dust-free). We accept images in **TIFF** or **JPEG format** (Quality level 12 or 100%) and **Adobe RGB 1998 color space**.

The recommended minimum image capture file size is 50 MB when uncompressed. (you can find this information in e.g. Adobe Photoshop in Image / Image Size). This corresponds approximately to a resolution of 18 megapixels. If the original image capture file size is not 50 MB (18 MP) then the file will need to be non-destructively interpolated to 50 MB (see [chapter 3. Image interpolation guidelines](#)). The best results for interpolation are obtained from professional cameras with a minimum capture size of 12 megapixels. **If the resolution of your camera is greater than 18 MP in this case do not shrink your photographs. The greater the resolution of an image is, the better the sales opportunities will be.**

Your images should have **all the necessary releases** (attach model or property release if necessary).

There must be a **short description in the IPTC “Description”** field (in the default view of Lightroom under “Caption”). The text should include facts, associations and feelings (see [chapter 2. Guidelines for the image description](#)).

The images description must be either in German OR English. Please use **only one language** – we translate for you!

Please upload your pictures using the **FTP access** provided via email (see [chapter 4. Guidelines for the FTP-Upload](#)).

Before uploading, please let us know if you would like to offer your images as Royalty Managed (RM) or Royalty Free (RF) **licenses**. A small decision guidance can be found in [chapter 5. Comparison of licensing models](#).

2. Guidelines for the image description

All your images must contain a significant description. Please use the corresponding **IPTC field “Description”**, which can be read out by our system.

Important for each image description: **as short as possible but as precise as necessary!**

Please describe the exact picture content in short keywords and consider facts, associations and feelings. Please always go from **small to large scale** and from the most **important to the less important**. For example: “Cuernos del Paine at sunrise, National Park Torres del Paine, Patagonia, Chile”. Try to describe the image content as accurate as possible (also including the capture location; unless it is not relevant for the image content). This is insufficient: “Bridge in the park, Saxony, Germany” - better would be: “Rakotzbrücke at sunrise, Azaleen- und Rhododendron Park Kromlau, Gablenz, district Görlitz, Saxony, Germany”.

Please note the following additional rules:

- In general: **avoid special characters** if possible!
- Sometimes it happens that a word contains **special characters / letters** and there's no established translation in the national language, e.g. the Icelandic “Herðubreið”. In this case, the **original name** as well as an approximate variant, possibly translated from the phonetic language, should be written with Latin letters. For example: “Herðubreið, Herdhubreidh”.
- The German **mutations** (Umlauts) “ä, ö, ü, ß” and also the “ß” must be written in this way as well (you may not dissolve them as “ae, ue, oe, ss”).
- To outline the description **please use commas only** and no other characters such as Semicolon, quotation marks, slashes etc.
- **Uppercase** and **lowercase** letters need to be written as such.

3. Image interpolation guidelines

We accept images with a minimum size of 18 MP and more. If your pictures are smaller you need to bring them to an appropriate size before uploading. Please don't interpolate files smaller than 12 MP.

Important: All images larger than 18 MP do not need to be shrunk. The greater the resolution of an image, the better the sales opportunity.

The use of software to enlarge the images can lead to artifacts if used incorrectly and thus render the image to become useless. Please note our guidelines for proper interpolation!

We recommend two interpolation methods:

- **RAW Interpolation**
- **Adobe Photoshop:
Bicubic Interpolation**

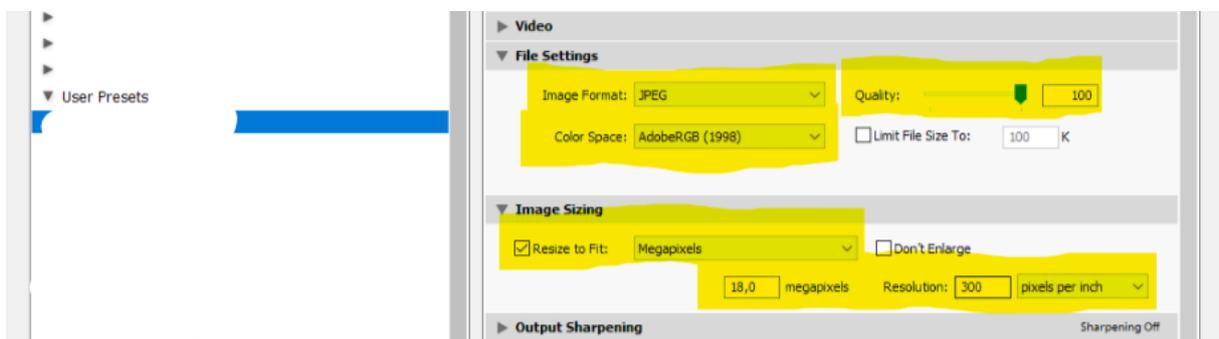
Of course, there are other possibilities (but the following paths should be sufficient for a good result). If neither of both option is available for you, please ask your camera manufacturer for alternative software solutions to increase your files appropriately.

Please check all files for any damage after interpolation.

RAW Interpolation

The raw format gives the photographer much better control over the image processing than the camera's internal image editing. You get one of the simplest and best methods of interpolation with the help of *Adobe Photoshop Camera Raw* or *Adobe Lightroom*.

Interpolation when exporting from Lightroom: After image editing in Lightroom / Open the Export menu and select the following settings:



After export, please check the technical quality of the interpolated files.

Adobe Photoshop Raw Interpolation:

- Open the raw file using Adobe Photoshop.
- The native raw file size is selected in the "Image size" menu.
- Depending on the camera you are using the available pixel dimensions may vary. Therefore, use the following pixel as a guideline:

5000x3400 – 50MB // 4120x2802 – 33MB // 2960x2015 – 17MB

- Make any other adjustments to the image and then click OK at the top of the window to process the raw file.

These are our preferred methods for image interpolation. Interpolations of raw data bring much better results compared to an interpolation done on images stored in TIFF or the Photoshop format.

Adobe Photoshop: Bicubic Interpolation

Another option to resize the image to the desired size for TIFF, PSD etc. is by using Photoshop.

- Open your file with Adobe Photoshop.
- In the menu under “Image”, select “Image size”.
- Make sure that you have selected the “Do not constrain aspect ratio” and “Resample” fields and use “Bicubic smoother” from the lower drop-down menu. The “Bicubic smooth” algorithm is best used for image enlargements, while the “Bicubic sharper” algorithm achieves better results in image size reductions.
- Set the resolution to 300 PPI (pixels per inch) and enter a value for the width or height, which is roughly the same as the guideline values mentioned earlier.

Despite of the possibilities of such programs, the interpolation must never be performed so strongly that the file is damaged! Please always check the technical quality of the interpolated files!

Important: All images larger than 18 MP do not need to be shrunk. The greater the resolution of an image, the better the sales opportunity.

4. Guidelines for the FTP-Upload

You can either upload your image material to our server **via FTP or send us a disk**.

In the first case, you will find the following folder structure online (please create these folders in case of sending it on a disk):

[Photographer name – LowRes]

[Photographer name – HighRes]

[Photographer name – Releases]

Please don't create any other subfolders.

You don't have to rename your files (the shorter the filename the better).

- **Upload procedure**

If desired, you can upload a preview selection with 1200px (longest side) to the “LowRes” folder (we also accept immediate HighRes uploads). After our review, you can load the accepted full resolution images into the “HighRes” folder.

- **License models**

Without further specification, we will proceed for all submitted images with the **Rights Managed (RM) license model**. However, if you would prefer to offer Royalty free (RF) licenses (generally or for individual uploads), please contact us before your first upload. Then we will set up a separate folder structure on the server for you. You can find information about the license models in [chapter 6: Comparison of licensing models](#).

- **Releases**

If you want to upload the corresponding releases for your pictures, please use the “Releases” folder.

For the FTP-Transfer of your images there are many free programs available on the Internet - e.g. the **Open source program “FileZilla”**.

You will receive the access data (login, password and server address) separately via email from us.

Once your images have been successfully uploaded, they will automatically be moved to another folder. You won't see these images in the upload folder anymore. Please always inform us with a short message about your new submission.

5. Comparison of licensing models

Rights Managed (RM)

Rights managed images are captures for which the usage fee **is calculated according to the type of usage**. The photos are licensed **for a specific limited purpose according to the edition, size and distribution** of the image. By paying the picture fee, the customer acquires the right of use for the defined usage of the image. In addition to a **one-time usage** right, **multiple use** or **exclusive use** can also be granted on request. The image usages will be recorded in order to be able to grant exclusive uses for an industry or for a distribution area if required.

Royalty free (RF)

Royalty free images are captures for which the usage fee **is not calculated according to the type of usage**. Like a software license or music CD, **spatially and temporally unrestricted rights of use are granted** against one-time and fixed costs. The common term *royalty free* is unfortunately misleading, it doesn't mean that the images are free, but that no further license costs are incurred. Royalty free images are usually offered in a web resolution of 72dpi and in various print resolutions from 300 dpi and Din A5 to top quality A3+. The buyer or the purchaser of the rights of use may use the image for own projects as well as for his clients' projects. It is not permitted to distribute high-resolution images over the Internet or to sell them further. **No exclusive rights can be acquired for RF images.** Royalty free photos are usually **model-released** and can be used for advertising purposes.

Which one to choose?

Both models have their pros and cons. Royalty free licenses are attractive to customers because of their (mostly) long-term and extensive use options. They allow quick and easy visualizations of entire projects. However, this also means a certain devaluation of your image material. Most of our photographs are offered as Rights managed, only this way exclusive and practical licensing is possible. Those who would like to sell unique, expensively produced or artistically significant images, are probably more likely to opt for this license.

Part II

General information about us

6. Concept and Vision

Our creatives are our capital

We know that creating unique and memorable images not only requires craftsmanship, dedication, talent and creativity, but also resources such as time and money. As an image agency we are convinced to play an important role in creating a fair and sustainable creative economy for artists and buyers. **Therefore, our photographers get a revenue share of 60%.**

Since we are not only agency operators but also photographers we have repeatedly asked ourselves how we can further improve the situation of our image providers and support them even more in the marketing of their image material.

So, we started talking to a lot of photographers and customers to develop a new idea together.

A unique and above all **holistic marketing concept of photographers for photographers** has come out. What does the concept look like now? In total it consists of several building blocks:

Picture marketing

Since time is known to be money and many customers no longer want to rummage through huge archives with millions of images, with **Novarc Images** as a universal image agency we will gradually build up various special agencies to different topics. The agencies **Allweatherscapes**, which is the world's first picture agency dedicated exclusively to the subject of weather, and **Landscape Visuals**, which deals only with the theme of landscape, make the beginning. Later, other agencies will follow with other topics. Each agency gets its own website and its own channel on the Picturemaxx network.

The advantage for you is that all agencies are connected by one interface. **After hosting your images once, they can appear in several of our agencies at the same time.** Of course, the royalty is not shared between the agencies again. That means: **no matter on which of our own agencies a picture is sold, you always get paid out your contractually agreed royalty rate.**

The 60% contract corresponds to our established sales model. All you have to do is upload your well-described images and we'll take care of the keywording, translation and marketing (both through our own platforms and through our worldwide network of leading partner agencies). You will not be charged with any costs. At the end of each quarter you will receive an invoice from us and all income from your sold pictures will then be paid out to you at 60%.

In order to keep the costs for both sides low, our current procedure is to pay out all sales on a quarterly basis as soon as your revenue reaches € 50.00. We will not send out a Sales' Report before that.

Revenue share	60%
Monthly charge	0 EUR
Marketing through our agencies	✓
Marketing across multiple channels in the <i>Picturemaxx</i> Media Network	✓
Marketing via partner agencies	✓
Direct support from our editors	✓
Become a part of the lichtentdecker -Community	✓

Our sales concept will showcase your images on our various websites and several channels of »Picturemaxx« optimally - the world's largest editorial system with over 1000 leading customers in the picture industry.

In our exclusive **photographer area**, we regularly inform you about the latest customer inquiries and current trends of the industry.

Blog and Social Media

The second building block and the heart of our new concept will become the German blog www.lichtentdecker.de, with which we actively support you in your business and want to make money together in the long run. By featuring your offers or creating of common services and products such as eBooks, calendars, workshops or the placement of photo tours, we would like to accompany you as a partner optimally.

While we're regularly posting about photography and business, you can also use our blog for your marketing, e.g. by writing guest posts or taking part in our interviews. In addition, we also feature your articles, pictures and videos through our social media appearances and thus achieve further attention for you and your artwork.

Portal for fine art prints

We also plan a portal for fine art prints, where you can create own products and individual sales prices. For now, we're looking for print shops that meet our high requirements as well as an adequate software solution.

7. Company profile & values

One of our customers once described us as follows: »At **Novarc Images**, the boundaries between perception and reality can become blurred. Here we encounter elegance, aesthetics and uniqueness. And yes, exactly, we can be pathos.«

As a premium photo agency, we have been offering an exclusive and high-quality collection in the areas of travel, landscape, architecture and lifestyle since 2011.

At Novarc Images, you will find a unique portfolio that's set apart from the flood of images, providing you with inspiring motifs for your visions.

In addition to the exclusive availability of the motifs, our customers particularly appreciate the technical perfection.

Fairness

Our photographers are our most important asset. We consider it a privilege to present their pictures and are very proud of them and the incredible work they do. Therefore, it is our responsibility as an agency to market their images in the best possible way and to reward our photographers as fairly as possible. **Our self-imposed goal is to be the fairest photo agency in the world.**

Quality

When compiling our visuals, we focus on quality rather than on mass. Both our photographers and picture material are carefully selected. Every single image undergoes a **four-eyes-principle check** to meet our customers' high-quality demands. That's why we can offer a unique fine art collection.

Service

Whether it is individual image research, rights clearance, exclusive image licenses or special requests – service and personal contact are of great priority to us.

Let's get started!

We are looking forward to your
photographs.

We are happy to assist you at any time with any questions,
ideas or suggestions you may have!

Novarc Images

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