



## News Release

22<sup>nd</sup> February 2004

**TSO helps revolutionise digital photography  
~ brand new concept in online picture libraries set to make money for  
amateur photographers ~**

Members of the public can now profit from having their photographs online. This is all due to a new concept in the world of online picture libraries that, by exploiting digital identifiers < DOI > supplied by TSO (The Stationery Office), will cause a revolution in the picture library industry.

fotoLibra is an online picture library that markets everyone's photographs to publishers, advertising agencies and professional picture buyers. Until now, picture libraries sold images by professional photographers, limiting the number of photographs available and driving prices high. Individuals can now upload their own photographs onto the fotoLibra site [www.fotoLibra.com](http://www.fotoLibra.com) and when they sell, they get paid.

TSO has delivered services for 50,000 digital object identifiers (DOIs) to fotoLibra to tag each image with its own unique persistent identifier. DOIs are the 'barcode' of born digital information and are used to ensure that the image can always be found and correctly identified. This is vital when dealing with thousands of images with individual copyrights.

TSO supplied the DOIs through its Digital Identifier portal [www.tsoid.co.uk](http://www.tsoid.co.uk), the only functioning DOI portal in the UK. TSO is pioneering the adoption of digital identifier technology in the public sector, but fotoLibra is the first commercial organisation to purchase DOIs from the new TSO portal.

Gwyn Headley, founder and managing director of fotoLibra commented, "The success of fotoLibra rests on the technology that underpins the ability to search and retrieve images quickly and accurately. DOIs will ensure that each individual image can always be located and that copyrights will be protected. TSO's expertise in digital identifiers has been invaluable and being able to purchase DOIs online has made the process very straightforward and cost effective."

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Robin Wilson, director of digital identifier services at TSO observed, "Two revolutionary developments, fotoLibra and DOI, are coming together to create a significant change in the way that Digital Image Information is sourced, archived and made available for world wide use. Helping organisations make their information more accessible and easy to disseminate is an essential part of TSO's publishing expertise."

For further press information about TSO, please visit LEWIS' Virtual Press Room at: <http://www.lewisvpr.com/clients/tso.html>.

## **NOTES TO EDITORS**

### **About TSO**

TSO (The Stationery Office) specialises in providing publishing services to the UK Government, Parliament and Assemblies and has more than 200 years' experience in publishing and disseminating official and regulatory information. It is Britain's largest publisher by output, issuing up to 15,000 publications, CD-ROMs and related products each year.

The company has clients in both the public and private sector. These include the UK Parliaments and Assemblies, Her Majesty's Stationery Office (HMSO), the Office of Government Commerce, the Driving Standards Agency, the Home Office, the

Department of Health, the Financial Services Authority, BT, Network Rail, the British Retail Consortium, and the European Investment Bank.

TSO has recently been awarded a BS 7799 PT 2 certificate for the scope of 'The Central Provision of Corporate IT Systems and Services'.

TSO now employs over 720 people at locations throughout the UK including London, Norwich, Edinburgh, Belfast, Cardiff, Manchester and Birmingham. Formerly part of HMSO and privatised in 1996, the company has revenues of £78 million per annum.

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**About fotoLibra**

fotoLibra is the world's first fully digital online picture library, the first photo stock agency to allocate DOIs to every image, and the first visual content provider to allow professional picture buyers online access to multiple aggregations of private picture collections. Picture buyers will benefit from its 100Mb/s bandwidth, the fastest available. Headquartered and hosted in Wales, the company is launched to the public at Focus on Imaging 2004 at the Birmingham NEC on Sunday February 22<sup>nd</sup>, after two years in development.

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