

PRESS RELEASE

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InView & StockView 5.5 incorporates PLUS and Introductory Discount.

With the release of InView & StockView 5.5, HindSight Ltd introduces a number of new capabilities, most notably, the integration of PLUS as part of a new Licenses module. The software is the only desktop business management program for photographers to include such a feature.

PLUS is The Picture Licensing Universal System, an international non-profit initiative to simplify and facilitate the communication and management of image rights.

The new Licenses module in InView & StockView creates and ages usage licenses. The module is fully PLUS compliant with the ability to create PLUS licenses and to import or export PLUS XMP files. The file allows users to set Reminders for an alert when a license is about to expire and to issue a Notice of Expiration to the client; ideally leading to an extension of the license.

Acknowledging the value of this addition, Executive Director of ASMP, Eugene Mopsik stated, "The integration of PLUS technology and terminology creates added value for working photographers within the already formidable InView and StockView products. PLUS gives the ability to create universally translate-able licenses with expiration reminders and notices to clients. This enhancement alone makes it easier to protect your rights managed images."

The existing Terminology module has an enhanced interface and a link to the Licenses file. The module includes a PLUS panel for the assembly of the complete PLUS media licensing terms and a PLUS Media Summary that can be used with any PLUS compliant software. Even for those with no understanding of PLUS or licensing terms, it is now easy to create very complete and legal licenses to protect both images and the bottom line.

Jeff Sedlik, President & CEO, PLUS Coalition stated, "Hindsight is once again leading the industry by providing photographers with a comprehensive image licensing and business management tool, based on the PLUS standards. A very impressive application that will improve the licensing workflow of any photographer."

Available in a few configurations, InView & StockView amount to the most comprehensive business and image management system for professional photographers.

HindSight is offering a 15% discount to members of organizations in the PLUS Coalition for a limited time via <http://hsltd.us/PLUS>

A free demo of InView & StockView for Macintosh OS X is available for download from the company's web site at <http://HSLtd.us>. A corresponding Windows release is expected later this year.

HindSight Ltd. has been producing software for professional photographers continuously since 1985. HindSight's products, InView, StockView, searchLynx, METAmachine and Photo Price Guide are in use by photographers worldwide.