



– For Immediate Release –

**PLUS COALITION EXPANDS BOARD AND
WELCOMES INFLUENTIAL NEW DIRECTORS**

February 18, 2008

Pasadena, CA - The Picture Licensing Universal System (PLUS) Coalition announced it has significantly expanded its board of directors for 2008. This governing body of PLUS will guide the international non-profit standards organization on its mission to simplify and facilitate the communication and management of image rights. PLUS directors are noted industry professionals, participating on behalf of leading non-profit associations. Collectively, the PLUS board members represent the interests of all industries involved in creating, distributing, using and preserving images.

Newly elected board members include:

David S. Ferriero, *Andrew W. Mellon Director of the New York Public Libraries*, representing **libraries** via the Association of Research Libraries (ARL):

Clement Mok, *Independent designer and consultant, former creative director of Apple Computer, Inc.*, representing the **design & advertising** industries via the AIGA;

Scott Brownstein, *digital imaging technologist and former CTO of Applied Graphics Technologies (AGT)*, representing **equipment manufacturers** via the Photo Marketing Association (PMA);

Dustin Wees, *Director of Metadata and Cataloging, ArtStor*, representing **educational institutions** via the Visual Resources Association (VRA).

Also recently elected to the board:

Alan Newman, *Chief of the Division of Imaging & Visual Services, National Gallery of Art, Washington D.C.*, representing **museums** via the Museum Computer Network (MCN).

“We are proud to have this group of influential, knowledgeable and experienced industry professionals join the leadership of our organization,” said Jeffrey Burke, co-founder and Chairman of the Board of PLUS. “I am confident that with their leadership, 2008 will be the year that we begin broadly deploying the licensing and metadata standards that together make up the PLUS initiative.”

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Existing board members include:

Jeffrey Burke, Co-founder and Chairman
Former CEO, PictureArts Corporation
Past President, Picture Archive Council of America (PACA)

Jeff Sedlik, Co-founder, President and CEO
Professor, Art Center College of Design
Past President, Advertising Photographers of America (APA)

Bonnie Beacher, *Senior Director of Contracts, Copyrights and Permissions, McGraw Hill Education* Director representing **publishers** via the American Association of Publishers (AAP)

Judy and Roger Feldman, *Principals, Feldman and Associates, Inc.*
Directors representing **multiple industries** via the American Society of Picture Professionals (ASPP)

Eugene Mopsik, *Executive Director of ASMP*
Director representing **image creators** via the American Society of Media Professionals (ASMP)

Patrick Donehue, *Vice President and Chief Photographer, Corbis Corporation; President of PACA.* Director representing **photo agencies** via Picture Archive Council of America (PACA)

“In the course of just three years, we’ve built the PLUS organization and its standards from the ground up, first forming a broad-based, diverse, global organization, and then providing a framework for productive collaboration toward the shared goals of all participants,” said Jeff Sedlik, co-founder and President/CEO of the organization. “Interest and support is at an all time high, with many new associations, corporations and individuals joining PLUS as members, now representing more than thirty countries.”

Board member Alan Newman, representing the museum community, adds, “By spanning all industries and communities, the PLUS metadata framework fills a critical void in the digital image licensing and preservation workflow. The comprehensive array of technology agreements with key software vendors and PLUS partnerships with picture creators and distributors around the globe is impressive.”

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ADDITIONAL BOARD MEMBER QUOTES:

David Ferriero, *Andrew W. Mellon Director of the New York Public Libraries*, representing libraries via the Association of Research Libraries (ARL)

“Research libraries have been in the “image business” for many years, both on the creation and licensing sides of business,” says Board member David Ferriero. The Association of Research Libraries participation in the deliberations of the PLUS Board of Directors brings the voice of the research community to the table regarding licensee and licensor issues.”

Dustin Wees, *Director of Metadata and Cataloging, ArtStor*, representing educational institutions via the Visual Resources Association (VRA).

“I am delighted to represent the board of the Visual Resources Association. The members of the VRA are responsible for finding, acquiring and delivering images for use, primarily, in non-profit, educational settings and are therefore deeply involved with the standards for both describing and licensing content.”

Clement Mok, *Independent designer and consultant, former creative director of Apple Computer, Inc.*, representing the design & advertising industries via the AIGA

“As the consumption of visual media continues to be socialized and networked, content management rights is no longer an issue to be addressed in a proprietary and/or as needed ad hoc basis. PLUS addresses the needs of the creators, marketers and clients in a fair and equitable way — standards that will open the market and bring more opportunity for all who involved.”

Scott Brownstein, *digital imaging technologist and former CTO of Applied Graphics Technologies (AGT)*, representing equipment manufacturers via the Photo Marketing Association (PMA)

“Ever since the dawn of the digital photo age, image rights holders have been reluctant to embrace many sharing and distribution vehicles due to inevitable loss of control. PLUS will level the playing field, allowing for safe public display coupled with true control of distribution. I have no doubt that this will unleash a flood of new publication venues, resulting in enhanced capabilities and opportunities for all involved.”

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About The PLUS Coalition

The PLUS Coalition is a non-profit, industry-neutral trade association on a mission to simplify and facilitate the communication and management of image rights, worldwide. This is accomplished through an integrated system of standards and tools, including a Universal Picture Licensing Glossary – defining all terms used in image licensing; a Media Matrix - organizing media and media options into a standardized structure; a License Data Format, providing a universal set of fields and values for describing an image license, and allowing users to embed rights metadata directly into images in standardized form; PLUS Packs – universal license bundles that simplify the image licensing process; the PLUS Tools and Registries – resources supporting the use of the standards. Built by an open and cooperative effort, PLUS benefits image creators, distributors and users equally. The entire system is designed to support multi-lingual use, supporting global commerce and the preservation of cultural heritage. PLUS does not specify or endorse any pricing or licensing conditions. The PLUS Coalition receives generous financial and logistical support from Adobe, Pentagram, Adbase, Jupiterimages, Belay Development, Digimarc, Digital Railroad, Gettyimages, IDEAlliance, ImageSpan, IPNstock.com, IPTC, PACA, PDN, Photoserve.com, StockPhotoFinder, Synergy Communications and WongDoody. Significant additional support provided by sustaining members Burke-Triolo, Corbis, Masterfile, NewsCom, PicScout, and Workbook.

To learn more about the PLUS standards and the benefits of membership, visit www.useplus.org or contact info@useplus.org .

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Media Contact:
Lou Desiderio
Synergy Communications
917-627-0912
press@useplus.org

Organization Contact:
Jeff Sedlik, President & CEO
866.669.7587 or 626.405.8100
info@useplus.org
www.useplus.org