



CEPIC

Centre of the Picture Industry



SMARTFRAME

a turning point for how images are published online

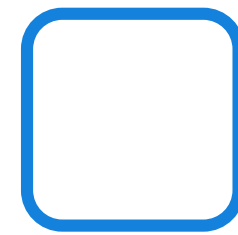
Tell us about your business

1. What are you looking for at CEPIC?
2. How does Google & web-spiders harvesting content impact your business?
3. How does the ease of sharing and loss of attribution impact your business?
4. How does the resulting image theft & lack of copyright awareness impact your business?
5. If you could change one thing about the Industry what would it be?

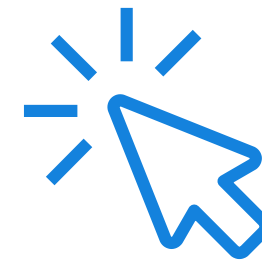
Dear JPG, I love you, but it's complicated...



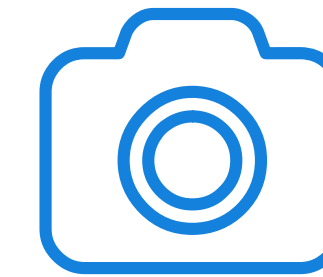
no control



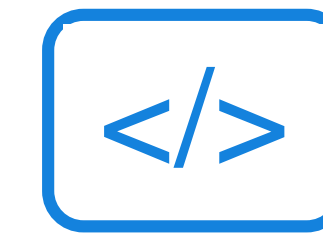
drag and drop



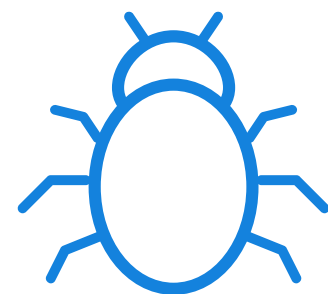
right click save



screenshot



view page source



web crawlers & bots



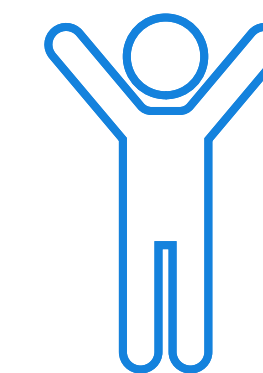
Search Engine as
'free' image libraries



not trackable

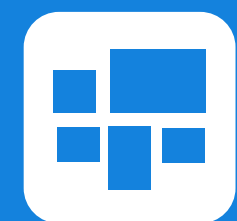
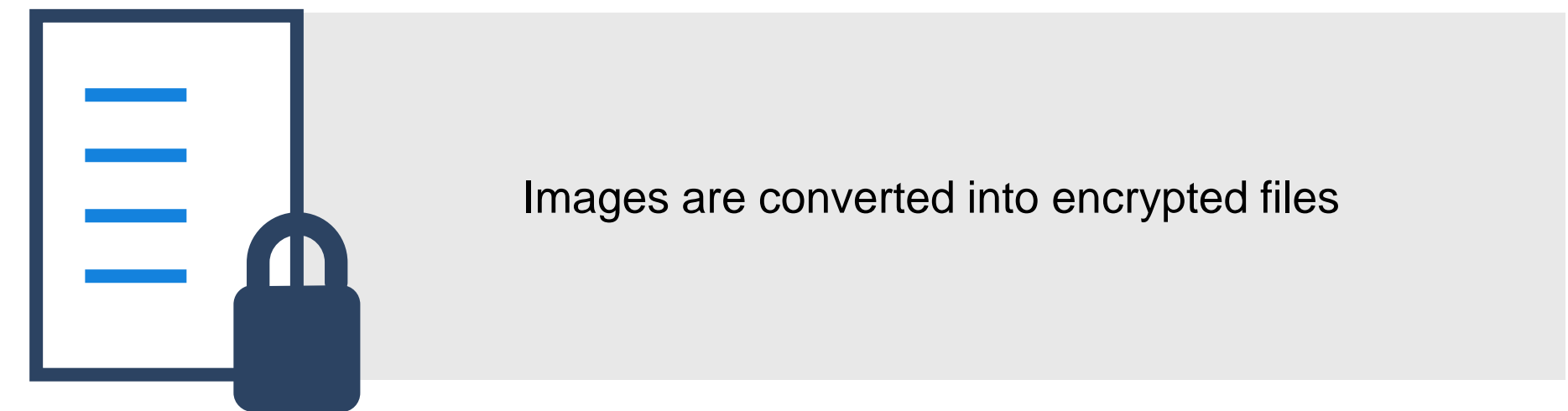
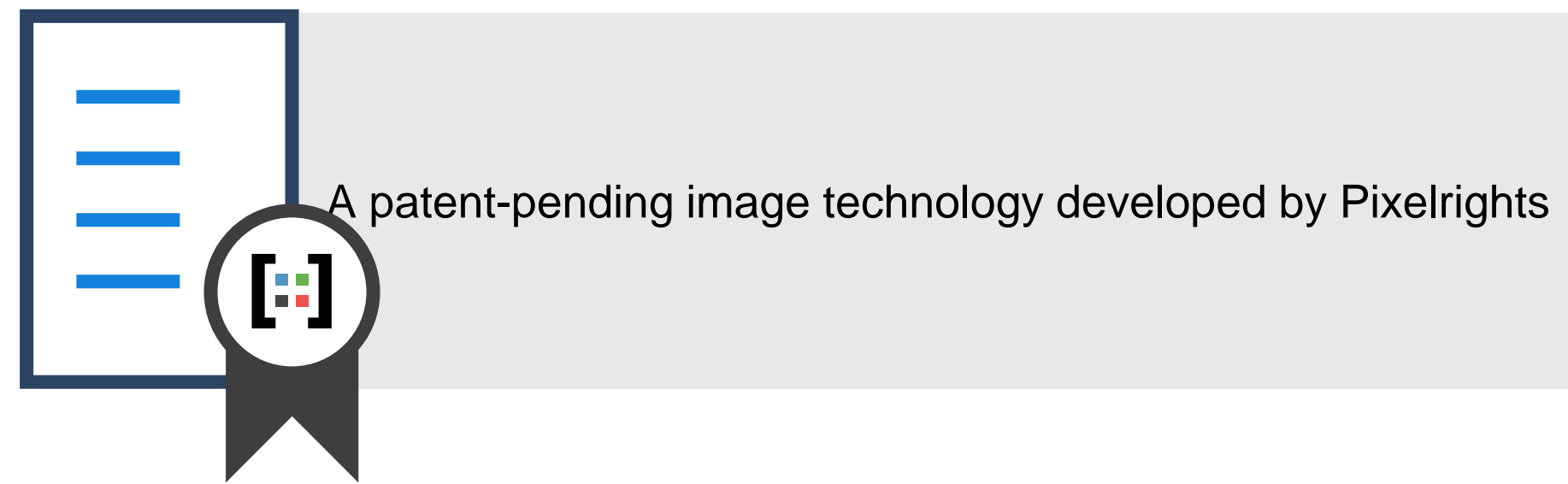


lack of attribution



orphan images

What is SmartFrame?



Images are unreadable to viewing & editing software



Decryption key decodes images on request



Images are reconstructed on the page

An aerial photograph of a city, likely Vienna, featuring a prominent tall tower (the Pulkafeld Tower) in the center. The city is densely packed with buildings, and the sky is blue with some clouds. The image is overlaid with a semi-transparent blue filter.

This all happens instantly, with no loss of
performance over a JPG file

Interactive content, dynamic watermarking,
credit & caption info, and sharing tools
can all be added

1

Attribution & Captioning

SmartFrame where ha



Aerial view of Berlin skyline at Alexanderplatz
Contact

By Stephan Guarch

SmartFrame where have you been all my life?

1

Attribution & Captioning

2

Dynamic Watermarking



SmartFrame where have you been all my life?

1

Attribution & Captioning

2

Dynamic Watermarking

3

Protection & Deterrent against:

Drag & Drop & Right Click
Screenshot Key Shortcuts
Screenshot Software
No image in the code



SmartFrame where have you been all my life?

1

Attribution & Captioning

2

Dynamic Watermarking

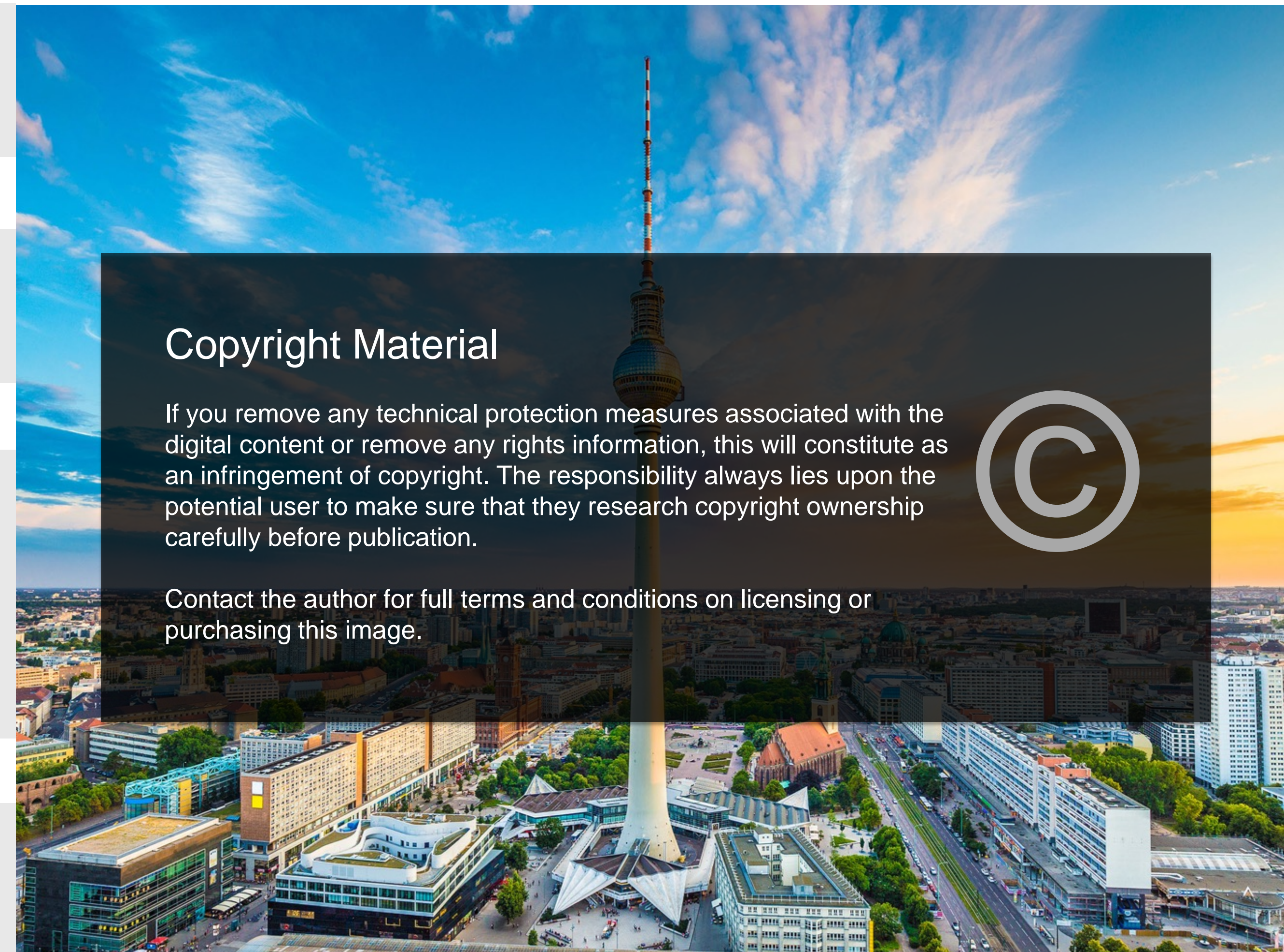
3

Protection & Deterrent against:

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No image in the code

4

Copyright Awareness & Education



Copyright Material

If you remove any technical protection measures associated with the digital content or remove any rights information, this will constitute as an infringement of copyright. The responsibility always lies upon the potential user to make sure that they research copyright ownership carefully before publication.

Contact the author for full terms and conditions on licensing or purchasing this image.



1

Drive traffic to your site from Google

2

Feature built-in sharing options for:

Facebook Pinterest

Twitter Email

3

SmartFrame, let me share my social life with you

Embed anywhere

4

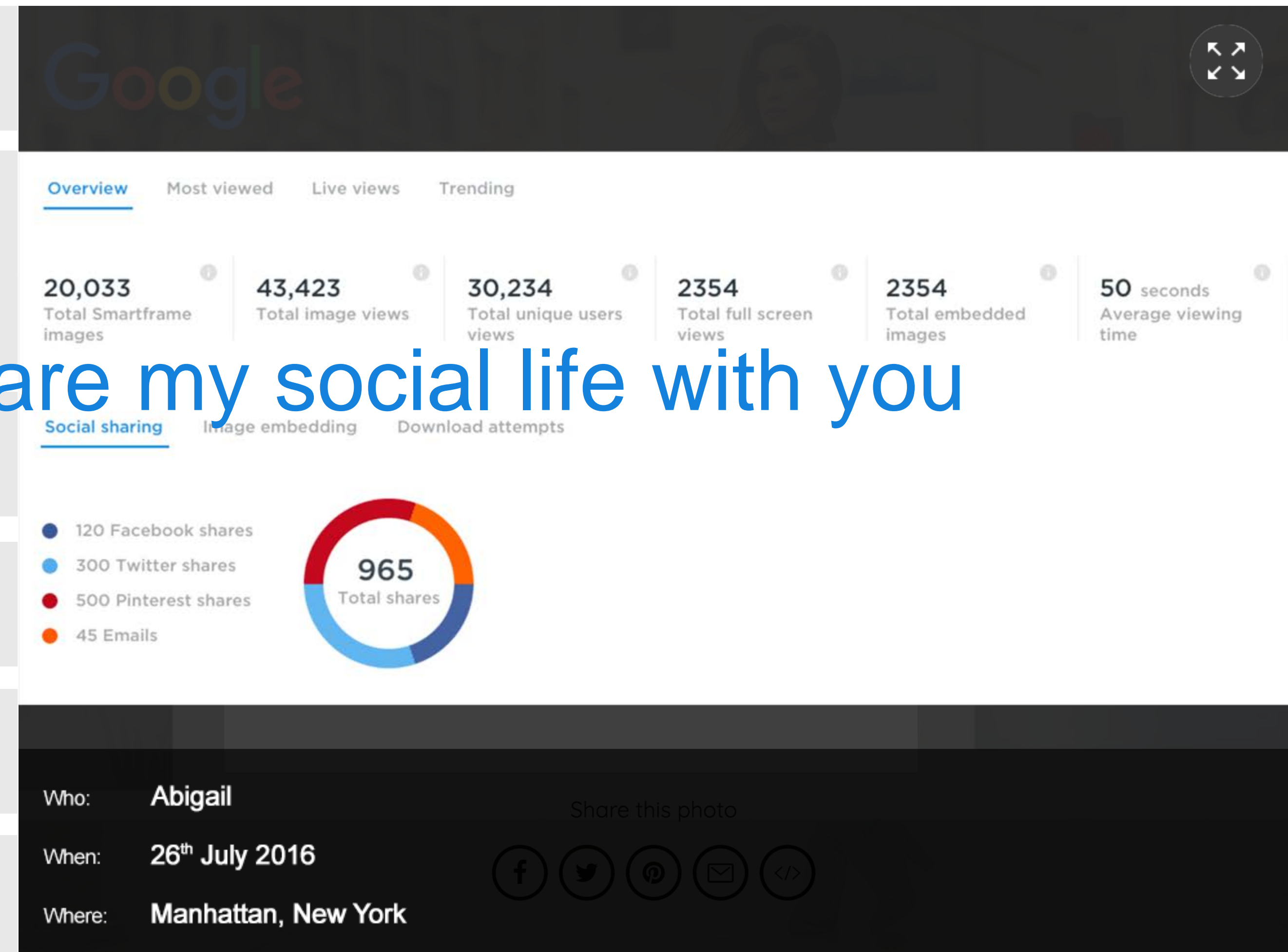
Understand the life of your images online

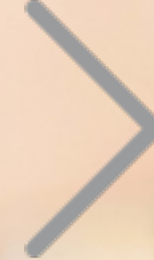
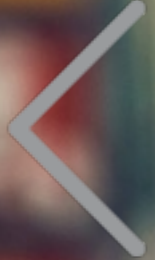
5

Tag people, places, dates & events

6

Full Screen Slideshows





Full Screen Slideshows

1

Tag & link elements within the image

2

Zoom in for a deeper look

SmartFrame le



SmartFrame let's get engaged!

1

Tag & link elements within the image

2

Zoom in for a deeper look

3

One-click to Licence or Buy Image

4

Dynamic Ads for additional revenue



YOU



Upload your images to
our secure Image Cloud



SmartFrame preferences
set in your Dashboard

SMARTFRAME



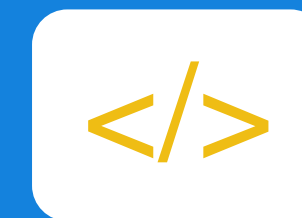
We host the encrypted
SmartFrame files for you

AND



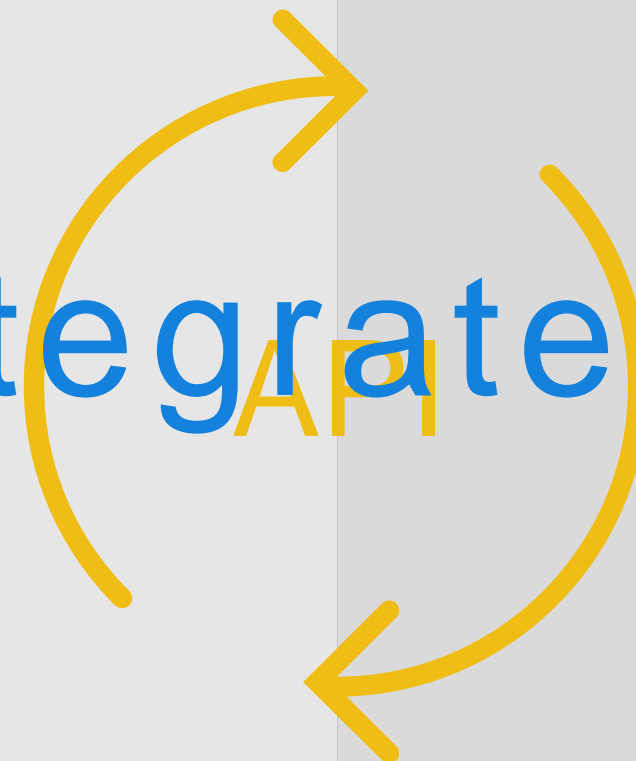
Give you a decoder
for your site

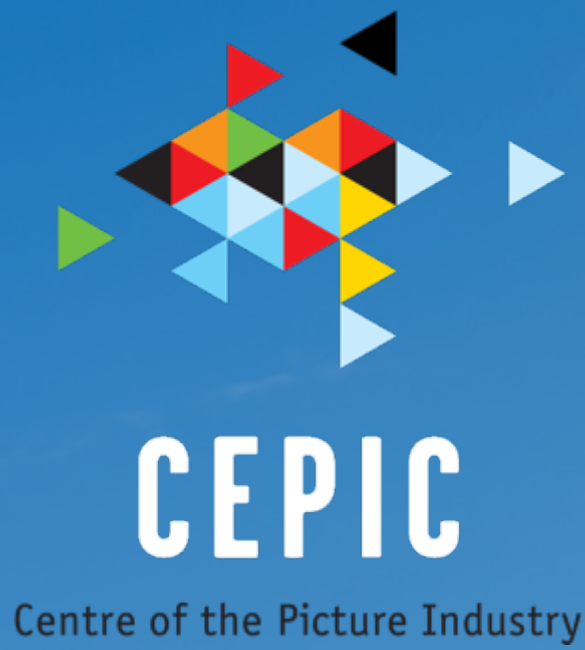
OR



We can send you a
simple embed code

How we integrate with **API**





In Summary

The SmartFrame

- A patent-pending, secure, embeddable, trackable and interactive digital image technology.

Our Vision

- To redefine the digital image standard.

Our Mission

- To raise awareness of and protect copyright.
- To offer an interactive and engaging viewer experience.
- To provide valuable business data & intelligence.
- To generate new marketing and revenue opportunities for content creators, publishers and platforms across all market sectors.



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