

# Welcome to Royalty Free Browser 1!



Introducing 4,500 brand new images from the Best Royalty Free Image Collection You've Ever Seen! These contemporary, innovative images stylistically and creatively distinguish themselves from other Royalty Free products through the use of content, composition and processing styles previously found only in traditional stock photography.

But, seeing is believing, so take a look at these cutting-edge images on this Web enabled Browser CD. When you're ready to purchase an image, click the "Buy it Online" button below each thumbnail to purchase single images or CDs at [www.stockmarketphoto.com](http://www.stockmarketphoto.com), or call your Stock Market representative.

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# **I. Introduction**

## **A. What is the Royalty Free Browser 1**

Introducing 4,500 brand new images from the Best Royalty Free Image Collection You've Ever Seen! These contemporary, innovative images stylistically and creatively distinguish themselves from other Royalty Free products through the use of content, composition and processing styles previously found only in traditional stock photography.

But, seeing is believing, so take a look at these cutting-edge images on this Web enabled Browser CD. When you're ready to purchase an image, click the "Buy it Online" button below each thumbnail to purchase single images or CDs at [www.stockmarketphoto.com](http://www.stockmarketphoto.com), or call your Stock Market representative.

## **B. About The Stock Market Photo Agency**

Supplying stock photography to the creative community since 1981, The Stock Market Photo Agency is the leading independent stock photography agency in the world. Featuring over three million images from more than 400 photographers worldwide, TSM serves the global creative community through offices in the United States, Germany, France, England, Belgium, Austria and The Netherlands.

At [www.stockmarketphoto.com](http://www.stockmarketphoto.com), TSM offers graphics professionals a full e-commerce solution to find, price, purchase and download both traditional Stock and Royalty Free images. TSM also offers clients Digital Image Express delivery service, Free Research, and SharperSTOCK – the industry's only customer appreciation program rewarding frequent TSM users with merchandise certificates redeemable at Amazon.com or The Sharper Image, or for AAdvantage® travel awards from American Airlines®.

## **C. The Stock Market Headquarters**

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The Stock Market Midwest: Chicago, Illinois  
The Stock Market Northwest: Portland, Oregon  
The Stock Market West: Los Angeles, California  
The Stock Market Texas: Houston, Texas

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### NETHERLANDS

Strawinskylaan 3051

1077 ZX Amsterdam

Telephone: 00 800 00 876

Fax: 0031/20/301 22 02

### CANADA

Coming Soon!!!

## II. Image Rights

### A. Browser Rights

THIS BROWSER CD HAS BEEN PROVIDED TO YOU AS AN IMAGE SEARCHING TOOL ONLY. NO REPRODUCTION RIGHTS OR LICENSE TO REPRODUCE ANY IMAGE IS TRANSFERRED BY YOUR POSSESSION OF THIS CD-ROM.

### B. Compiling Images

You may incorporate the 150K preview image file, contained in this Browser CD, into a comprehensive layout for the purposes of presentation for approval or for planning only. In the event the 150K preview image file is of an adequate file size to incorporate into your project, a Print or Multimedia license must still be purchased on an individual image basis or by purchasing the Image CD.

### C. Licensing Images

To license reproduction rights to any image(s) contained in this Browser CD, you must purchase single image rights or a CD-ROM, containing a collection of images, by going to our website, <http://www.stockmarketphoto.com>, or calling a TSM representative at 800.999.0800.

### C. Royalty Free License Agreement

#### THE STOCK MARKET ROYALTY-FREE BROWSER LICENSE AGREEMENT

THIS IS A LEGAL AGREEMENT BETWEEN YOU AND THE STOCK MARKET (TSM) PERTAINING TO ROYALTY FREE IMAGES ON ANY ROYALTY FREE CD FROM TSM AND IN THE "ROYALTY FREE" SECTION OF STOCKMARKETPHOTO.COM, WHETHER SEARCHING ONLINE FROM STOCKMARKETPHOTO.COM OR RESULTING FROM TELEPHONE CONTACT WITH A TSM REPRESENTATIVE.

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- B) **Multimedia Usage:** When licensing an image for Multimedia Usage (2 megabyte image file) you may incorporate the Image in Non-Print Reproductions such as: web sites, broadcast video, multimedia presentations, and CD ROMs; provided that the image is incorporated into a design in such a fashion that it is clearly not intended to be downloaded or copied.
- C) **Free Comp Layout Usage:** You may incorporate the 150K preview image file into a comprehensive layout for the purposes of presentation for approval or for planning only. In the event the 150K preview image file is of an adequate file size to incorporate into your project, a Print or Multimedia license must still be purchased.

PLEASE NOTE: In the event you purchase a Royalty Free CD, you may reproduce an image for Print, Multimedia and Comp Layout usage.

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- 8) **PAYMENT.** Unless you pay by Credit Card, all Invoices are payable net thirty (30) days. A finance charge of 1.5% per month or the maximum interest permitted by law, whichever is less, will be applied on any balances unpaid after thirty (30) days.
- 9) **CANCELLATION POLICY.** There are no refunds or cancellations. You authorize TSM to charge you for the selection of "Royalty Free" Images and accept the terms stated within this License Agreement, when you click "Proceed" in Step 6, entitled "Payment Data", or authorize payment, resulting from telephone contact with a TSM representative.
- 10) **ADDITIONAL RIGHTS.** ADDITIONAL RIGHTS MAY BE AVAILABLE. IF YOU ARE UNSURE OF YOUR RIGHTS UNDER THIS AGREEMENT, OR IF YOU WISH TO USE AN IMAGE IN A MANNER NOT PERMITTED UNDER THIS AGREEMENT, PLEASE CONTACT TSM BY TELEPHONE 800.999.0800 OR FACSIMILE 800.283.0808.
- 11) **MISCELLANEOUS.** This Agreement shall be governed by the laws of the State of New York, except for the Conflict of Laws Provision. You consent to the personal jurisdiction to the courts of the State of New York. Venue for any action respecting this Agreement, the Image, or reproduction or attempted reproduction of the Image, shall be in New York County.

### **III. USING ROYALTY FREE BROWSER 1**

#### **A. Starting Up**

##### **MAC**

Minimum System Requirements:

- Macintosh® Power PC (or equivalent)
- Mac OS® System 7.5.5 or later
- 800 x 600 Resolution
- Colour Graphics capability of 24-bit or higher
- 20MB of application RAM

To launch, new users should double-click the PSSST! START HERE icon in the main window. To go directly into the image catalogue, just double-click the icon marked BROWSER 1.

##### **PC**

Minimum System Requirements:

- Pentium Processor 90 Mhz or higher
- Windows 95 or NT 4.0
- 800 x 600 Resolution
- Color Graphics capability of 24-bit or higher
- 20MB RAM

To launch, simply load the disc into your CD drive and the software will launch automatically. (If your autolaunch option is turned off, navigate to your CD drive and select the folder marked with your language preference. Once inside, double-click on the icon BROWSER 1.fdb)

#### **B. Searching**

##### **Search By keyword from the FIND dialog box**

1. Pull down the CATALOG menu to FIND.
2. Use up to five keywords by clicking on MORE CHOICES for each new term. Keywords may be linked by "AND" or "OR."
3. Click the FIND button to view the images which result from your search. (Helpful hint: Better define your search by using the pull-down menus in the Find dialog box. For example, narrow your search by using the KEYWORD DOES NOT MATCH attribute.)

##### **Search By keyword from the Master Keyword Palette**

1. Pull down the VIEW menu and select KEYWORD PALETTE or MASTER KEYWORDS PALETTE.
2. Type in a term. The list will scroll to your term or the closest item to it.
3. Click FIND to view results.

#### **C. Getting Free Comps**

150K JPEG images can be downloaded from this CD for layouts.

1. Select a thumbnail and drag it to your desktop.

#### **D. Purchasing Images**

Each image or disc on Royalty Free Browser 1 can be purchased instantly from [www.stockmarketphoto.com](http://www.stockmarketphoto.com)

1. Click the “Buy It Online” link below a thumbnail
2. Your default web browser will open and the image or disc selected will be placed in the checkout at [www.stockmarketphoto.com](http://www.stockmarketphoto.com)
3. To purchase multiple images or discs, simply go back to Royalty Free Browser 1, make more selections and click “Buy It Online”. They will be added to the checkout.
4. Follow the easy online steps to purchase.
5. Download your images.

## iv. The Stock Market Corporate Profile

### Mission

Three leading photographers and a prominent photo editor, all of whom had extensive experience in stock photography, founded The Stock Market Photo Agency (TSM) in 1981. With an intimate understanding of photographers and their images, The Stock Market provides unparalleled service to clients while fostering optimal support for photographers.

According to Sally Lloyd, TSM's Director of Photography and co-founder, "We recognized a burgeoning demand for a high-quality, professional stock agency geared to maximizing the impact and effectiveness of photographers' images while respecting their needs. We started the company with a hands-on, personal attitude towards both photographers and clients."

### Global Operations

Since its founding in 1981, The Stock Market has grown steadily throughout the last two decades to become the leading independent international stock agency in the world. Located in New York City, TSM's headquarters oversees the operation of four regional sales offices in Chicago, Los Angeles, Portland (OR) and Houston, and full-service libraries/offices in Germany, France, England, Belgium, Austria and The Netherlands.

### Products

The Stock Market utilizes extensive research and market data to create diverse categories and highly specific sub-categories for its sophisticated library of over 3 million Stock and Royalty Free images. Based on in-depth analysis of sales and marketing trends, TSM continuously updates its files and selectively edits the submissions of its Royalty Free providers and over 400 photographers worldwide to ensure that its library of high-quality images is highly marketable, comprehensive and current.

Stock Market images are available through the following mediums:

**[www.stockmarketphoto.com](http://www.stockmarketphoto.com):** Stockmarketphoto.com is a full e-commerce solution for finding, pricing, purchasing and downloading both Stock photography and Royalty Free images. Featuring a diverse set of images from multiple collections, fast keyword or category searching, interactive pricing and licensing, and easy downloading of images, stockmarketphoto.com is the most comprehensive image resource on the Web.

**Stock Image Catalogs:** The Stock Market develops and distributes an annual catalog highlighting a large cross-section of images. TSM also develops and distributes a diverse collection of multicultural/multiethnic images in its *American Mosaic<sup>sm</sup>* and *European Mosaic<sup>sm</sup>* catalogs. Currently, TSM's library includes 13 annual catalogs, four American Mosaic catalogs and two European Mosaic catalogs.

**Stock Image CDs:** The Stock Market regularly produces CDs to complement and enhance its image library, and was the first in the industry to introduce a series of

subject-specific CDs entitled *Idea Discs*®. Currently, TSM's CD library includes six annual catalog companion CDs, ten *Idea Discs*®, four discs complementing the *American Mosaic* catalog series and two companion discs for the *European Mosaic* catalogs.

## **Other Services**

**SharperSTOCK**<sup>sm</sup>: Introduced in 1994, SharperSTOCK is the first and most comprehensive customer rewards program in the stock photography industry. For each Stock and Royalty Free image TSM clients license, they earn SharperSTOCK points that can be redeemed for merchandise at Amazon.com® or The Sharper Image, or for AAdvantage® travel awards from American Airlines®.

At [www.stockmarketphoto.com](http://www.stockmarketphoto.com), SharperSTOCK program pages are personalized using one-to-one marketing techniques to allow participants to check their points balance, redeem their points for rewards, compute reward amounts with the interactive Award Calculator and review their reward history.

**CreativeVille**<sup>sm</sup>: Located at [www.stockmarketphoto.com](http://www.stockmarketphoto.com), CreativeVille is a design resource for creative professionals. Featuring Visual Trends, Tearsheets, an awards calendar, contests and more, CreativeVille is a place to stay informed about the latest creative and design trends while exchanging ideas with colleagues.

## **v. Credits & Copyright**

### **A. Credits**

Produced by:

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New York, NY 10010

Portfolio™ 4.0 Browser by:

Extensis™ Systems Incorporated

Macromedia Director Interface by:

Chris Girand  
www.zoid.com

### **B. Copyright**

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For more information contact your local Stock Market office. (Contact information is listed in Section I)

Web Site: <http://www.stockmarketphoto.com>

### **C. Additional Help**

For more information about using this CD, help is available!

For quick troubleshooting visit our Web site at <http://www.stockmarketphoto.com> or call your local office for technical support. (Contact information is listed in Section I)

For more information about Portfolio™ 4.0, contact Extensis Consumer Support at 503.274.2020 (USA).