



# userguide

ALL YOU NEED TO KNOW ABOUT USING STOCKBYTE IMAGES

Dear User,

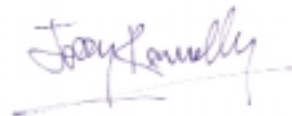
Thank you for choosing Stockbyte. You are among a rapidly growing community of design and publishing professionals worldwide who have relied on the creative and technical quality of Stockbyte images since 1997.

Our talented creatives conceive and create this imagery, providing visual solutions to meet the ever-changing needs of our users. Stockbyte photographers, art directors and production teams are continually creating new images in many parts of the world. The trust placed in us by many of the world's leading companies to provide them with premium quality contemporary photography, is our most valued asset.

We have carefully tuned these images from ideas through to implementation in the studio or on location. Using state-of-the-art scanning equipment and color management techniques, we've captured the color in a way which will ensure the best quality result and the least amount of technical problems.

We cover some basic technical and licensing questions in this guide. If you need more help, we're here to support you. You'll find many answers at [www.stockbyte.com](http://www.stockbyte.com) or by emailing us at [info@stockbyte.com](mailto:info@stockbyte.com). Pre-press experts with many years of experience are available to assist you with any difficulties which you may incur.

It is our intention that these images should meet, and indeed, exceed your expectations. If, for any reason, you are not satisfied or wish to share an idea, please contact me directly.



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### Macintosh System Requirements

To use Stockbyte images, you need the following hardware and software:

- An Apple® Macintosh computer with a 68030 processor (or later) or Power Macintosh®
- Minimum 32 megabytes (MB) of application random-access memory
- 100 MB free hard-disk space
- Apple System Software version 6.07 or later
- A CD-ROM drive
- Foreign File Access software (supplied with most CD-ROM drives)
- An 8-bit color monitor.

*However, for optimum performance, Stockbyte recommends the following combination of hardware and software:*

- A Power Macintosh G3 computer or later
- Minimum 64 MB of RAM
- Minimum 500 MB available hard-disk space
- Apple System Software version 7.0 or later
- A 24-bit color monitor, preferably calibrated.

### Windows System Requirements

To use Stockbyte images, you need the following hardware and software:

- An Intel® 80486 or later processor
- Microsoft® Windows® 3.1 or later
- Minimum 32 MB of random-access memory (RAM)
- Minimum 100 MB available hard-disk space
- A VGA graphics card.

*For optimum performance, Stockbyte recommends the following hardware and software:*

- A Pentium II®-based or faster PC
- Windows® 95 or Windows NT® 4.0 or later
- Minimum 64 MB of RAM
- Minimum 500 MB available hard-disk space
- A high-resolution SVGA graphics card with 2 MB or greater video RAM

## What's included

This CD contains each image in the following sizes/formats:

Size	Format	Mode	ICC Profile
75mb	JPEG	CMYK	ANSI SWOP
75mb	JPEG	RGB	Colormatch RGB
600k	JPEG	RGB	Colormatch RGB

*Also included are:*

- A printed guide to the images
- Stockbyte product registration card
- Extensis Portfolio™ Browser

## Using The Images

The way desktop publishing applications deal with these compressed high-resolution JPEG files varies, so we recommend copying the images you need to your hard disk or server and converting them to TIFF using an image editing application such as Adobe Photoshop®.

## Using Extensis Portfolio Browser™

You will find a browser version of Extensis Portfolio™ on CD. This provides you with a visual index of the contents of the disc. It is accessed by clicking on the Browser.fdb icon on the CD. This software enables you to browse the images and to search for a particular theme or concept, by keyword. Further documentation on Extensis Portfolio™ can be found in the Portfolio folder on the CD.

## Using Clipping Paths

Stockbyte Object Series images contain clipping paths to enable the image to be easily separated from its background. Not all applications support embedded clipping paths within JPEG files. A solution to this is to convert the image to the EPS (encapsulated Postscript®) format, which recognises clipping path, using either Adobe Photoshop® or another image editing tool.

### **CMYK images**

The 75MB high resolution images are optimized for four color process printing. The images have been created to the specifications of ANSI SWOP, an internationally recognised printing standard for offset sheet fed and web presses, using coated papers.

When using other papers, ink combinations or printing conditions such as flexography or newspaper web presses, the image must be adjusted or a new CMYK image created from the 75MB RGB image using an appropriate ICC profile for the printing conditions.

### **RGB images**

The RGB images are provided in Colormatch RGB, a wide gamut color space which allows great flexibility for conversion to other formats. This image size is ideal for image editing and web, television and multimedia. Working in a color managed environment, the 75MB RGB file may be used to create CMYK images, using a suitable output ICC profile.

### **Viewing images**

We recommend calibrating your monitor using a hardware calibration device. Using the color management tools available within Adobe Photoshop 5.0 onwards, it is then possible to choose the color space in which you wish to view images. By setting the color set up for RGB images to Colormatch RGB and CMYK to ANSI SWOP, you will be viewing the images in their true color space.

### **Achieving high color standards**

For color critical applications, we recommend sourcing an exact profile for the final output device and any intermediary proofing devices which you are planning to use. You can rely on this profile to softproof the printed results on your monitor and to efficiently convert images from one color space to the other, i.e. from Colormatch RGB to the color space of your printing press. Getting the best color is achieved by knowing the ability of your process or device to reproduce color. Each device has an ability to produce a certain gamut of color - that "personality" is captured best by using an ICC profile will give you predictable screen previews and printed results.

Many manufacturers of desktop and large format printers provide ICC profiles for their color output devices, but for press-based printing processes, it is often necessary to print a test target using the exact workflow, paper, ink and printing conditions you will regularly use and using a spectrophotometer and ICC profiling software, produce an ICC profile for your printing process. Proofs can then be produced on desktop inkjet printers, providing surprisingly accurate proofs emulating the finished printed result.

### **What does 'Royalty Free' mean?**

'Royalty free' means that the end user is not required to pay royalties to photographers or models for images licensed from Stockbyte. It's a once-off payment for a license to use the images again and again, for all time, according to the terms of the license agreement.

Images purchased from Stockbyte, are licensed to be used anywhere, anytime and in any medium, including:

- websites
- online and multimedia designs
- advertising and promotion campaigns
- presentations and brochures
- materials for compiling presentations to clients
- editorial
- book jackets and interior pages
- packaging for software, music albums, CDs, cassettes and video tapes
- calendars, greeting cards and posters
- trade show displays, posters, billboards and exhibits
- products for resale

However, the user may NOT distribute the images to any other party without purchasing a license upgrade from Stockbyte. Pornographic, defamatory, libelous or otherwise unlawful use of Stockbyte images is prohibited. There are some other important licensing conditions. Please carefully read the full text of your License Agreement. By using the images you are consenting to the full terms of the license.

*Please contact Stockbyte directly if you have any licensing queries.*

### **With whom may I share Stockbyte images?**

Stockbyte images may be shared with 9 nominated people in your organisation. If you wish to share your images with more than 9 people, contact us for a simple seat upgrade.

### **What does 'Model Released' mean?**

All our images are 'model released', which means that we have obtained consents from our models agreeing to the use of images in accordance with the terms of our license agreement.

THIS AGREEMENT is made on the day of purchase BETWEEN STOCKBYTE of Killarney Road, Tralee, Co. Kerry, Ireland, (hereinafter called "the Company") of the one part and you the user (herein after referred to as "the Licensee") of the other part. In consideration of you paying the agreed license fee and in consideration of your agreeing to be bound by the terms and conditions contained in this legal agreement, Stockbyte agrees to allow you to use the image/s in the manner permitted by this Agreement on the terms and conditions as follows:

**1 Grant of Rights**

1.1 In consideration of the obligations, warranties and undertakings of the Licensee in this Agreement, and subject to and conditional upon their full and timely performance and observance, the Company grants to the Licensee a non-transferable non-exclusive license to use the photographic images.

1.2 The image/s may be accessed and used by the Licensee and up to nine other people employed by the named entity which purchased the image/s, on a computer network. For sharing on larger networks, an upgrade license is required.

**2. Warranties of the Company**

The Company warrants, agrees and undertakes with the Licensee that:

2.1 To the best of the Company's knowledge, the photographic works the subject matter of this Agreement are not defamatory, obscene or blasphemous, and do not infringe any rights of copyright or other intellectual property or proprietary rights of third parties, but no right of action shall accrue against the Company in the event of the said photographic works being deemed or found to be defamatory, obscene or blasphemous or an infringement of third party rights.

2.2 The Company warrants that all permissions and consents required in relation to the exploitation of persons and individuals featured in the said photographic works have been obtained but that this permission expressly and exclusively relates only to activities and uses permitted by the terms of this Agreement as outlined above. Furthermore, no claim or action of any sort can arise against the Company in this Agreement for the use of these images and no liability Licensee to comply with the terms of this Agreement.

**3. Remuneration**

3.1 The Licensee agrees to pay in advance for the licensed use of the photographic images and data as agreed under the terms of this Agreement in advance of any use of such images or data.

3.2 The Licensee warrants, undertakes and accepts that permission to use the said photographic works, the subject matter of this Agreement will only be deemed to have been given after receipt by the Company of the agreed remuneration, and the Licensee fully accepts that the Licensee has no right to use the said photographic works in any manner until the said remuneration has been paid.

**4. Warranties of the Licensee**

The Licensee warrants and undertakes, confirms and agrees with the Company:

4.1 That all rights of a proprietary and copyright nature and title in and to the photographic works and materials are expressly acknowledged as the property of the Company and subject only to the non-exclusive, non-transferable license contained in this Agreement, which does not confer any copyright or proprietary rights of any nature whatsoever on the Licensee aside from the uses specified in this Agreement.

4.2 The Licensee shall use the photographic works in the manner and in the context agreed by the Company and as outlined in this Agreement and shall not by any act or omission impair or prejudice the copyright in the photographic works, or violate any moral right or deal with the photographic works or materials so that any third party might obtain any lien or other right of whatever nature incompatible with the rights of the Company, and nothing may be superimposed, inserted, transposed, merged or added to the said photographic works nor may they be altered or distorted in any way or used in any fashion which could be regarded as derogatory, offensive, blasphemous, defamatory, libelous, obscene or pornographic. Furthermore, no part, segment or piece of any photographic image or data, no matter how small, may be used or merged in connection with other images or artwork so as to create a new image which could be regarded as derogatory, offensive, blasphemous, defamatory, obscene, pornographic or libelous.

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4.3 The Licensee shall ensure that all copies of the photographic works and materials published and distributed by the Licensee shall contain full and accurate copyright notices, credit attributions and acknowledgements that the copyright is retained in the works by the Company, and that reproduction is permitted under limited license from the Company.

4.4 The Licensee shall give full particulars to the Company as soon as the Licensee becomes aware of any actual or threatened claim by any third party in connection with the photographic works.

4.5 The Licensee shall retain total control and possession at all times of the photographic works and materials and ensure that these are kept in safe and secure storage facilities and shall not allow the photographic works or materials to fall into the hands of third parties who are not licensed by this Agreement.

4.6 The Licensee shall indemnify and keep fully indemnified the Company from and against all actions, proceedings, claims, demands, costs (including any legal costs compensation costs and disbursements paid by the Licensee on the advice of their legal advisors to compromise or settle any claim), awards and damages arising directly or indirectly as a result of any breach or non-performance by the Licensee of any of the Licensee's undertakings, warranties or obligations under this Agreement.

4.7 The Licensee warrants and undertakes not to assign or license the use of the photographic works and materials or any image or any portion thereof for any purpose other than those purposes specifically agreed between the Company and the Licensee under this Agreement. In particular, the Licensee may not loan, rent, hire or otherwise transfer or purport to transfer the right to use the photographic materials or works in any way to any other person or entity.

4.8 The Licensee accepts that the Company supplies the photographic works and materials "as is" and that the Company makes no warranty either express or implied of merchantability, fitness for purpose, type or quality of image or compatibility with any other facility. The company shall not be liable for any of the use of the said photographic works either as permitted under this License Agreement or otherwise.

4.9 The Licensee accepts and warrants that use of the photograph images, and data shall not infringe any third party rights, of any nature, and any liability for the infringement of third party rights, of whatsoever nature, shall rest with the Licensee.

#### **5. Determination**

It shall constitute repudiation by the Licensee of its obligations under this Agreement if:

5.1 The Licensee fails to pay any amount due under this Agreement within two weeks of the due date.

5.2 The Licensee is in breach of any other term of this Agreement.

5.3 Any of the Licensee's representations shall prove to have been incorrect.

5.4 The Licensee is declared or becomes insolvent or bankrupt, or the Licensee is put into examinership, receivership, administration or liquidation. The Company reserves the right to accept such repudiation on the part of the Licensee and to determine the License Agreement forthwith and to demand the immediate return of all photographic works and materials in whatever form supplied or held created or produced by the Licensee.

#### **6. Miscellaneous**

6.1 The provisions of this Agreement shall be governed by and construed in accordance with the laws of Ireland, whose courts shall be the courts of sole jurisdiction in relation to this Agreement.

6.2 This Agreement contains the full and complete understanding between the parties, and supersedes all prior arrangements and understandings whether written or oral appertaining to the subject matter of this Agreement, and may not be varied except by an instrument in writing signed by all the parties to this Agreement.

Please carefully read the full text of your License Agreement.

**By using the images you are consenting to the full terms of the license.**



**Contacting Stockbyte™****Toll Free**

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Produced in the European Union.