



“ FOTOWARE ENABLES OUR DESK-PEOPLE TO QUICKLY FIND AND RETRIEVE IMAGES AND ROUTE IMAGES TO THEIR DESTINATION. FOTOWARE IS ONE OF THE MOST IMPORTANT TOOLS IN THE NEWSROOM FOR EDITING AND APPLYING METADATA.

GISLE ODDSTAD
HEAD OF PHOTO DEPARTMENT



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PROBLEM

Verdens Gang (VG), the leading daily newspaper in Norway, needed a solution to take control of their increasing amount of content and streamline workflows of photographers and picture desks.

SOLUTION

The team at VG can now benefit from a central repository where everyone working with visual in the team can upload, search and preview content. FotoWare helps them with consistent image quality using automated workflows and automation of file format and color space conversion.

BENEFIT

In addition, VG can now benefit the full potential of using industry standard Metadata. The team can now easily find the right images after they have been tagged.

'Metadata is as important as the images themselves. In order to find the right image later, we are careful to apply metadata as much as possible.' - says Gisle Oddstad, Head of Photo Department, VG