

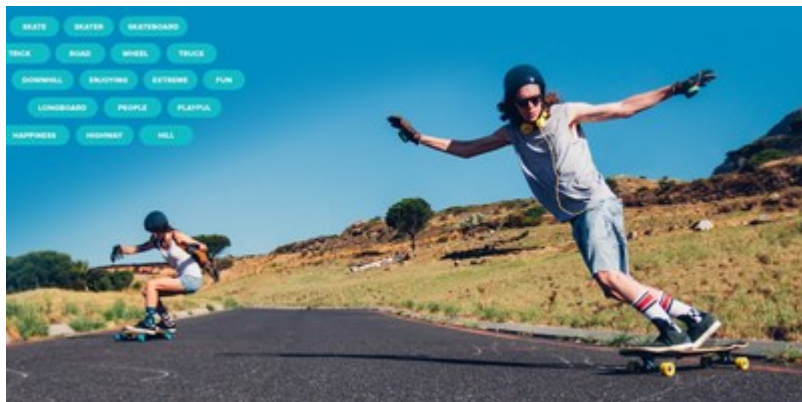
shutterstock

Webdam Launches Keyword Suggestion Tool using Machine Learning Technology

January 26, 2017 4:02 PM EST

New tool automates tagging to simply and quickly organize digital assets

SAN MATEO, Calif., Jan. 26, 2017 /PRNewswire/ -- Webdam, a leader in digital asset management and a division of Shutterstock Inc. (NYSE: SSTK), today announced a new keyword suggestion tool that uses machine learning to improve user search experience and help customers work faster. The cloud based DAM platform leverages one of the world's largest collections of curated visual assets to suggest metadata descriptions.



The automated keyword suggestion tool leverages Shutterstock's computer vision technology to generate relevant keywords for the user to select from. It is powered by an algorithm that scans uploaded images, compares them to Shutterstock's database of over 100 million images, and recommends the best terms to use as tags. When suggestions are accepted, the algorithm learns and becomes more accurate.

The launch of this smart keyword suggestion tool means customers will spend less time manually inputting data and helps to eliminate misspelled or duplicate tags.

"By leveraging artificial intelligence, Webdam continues to lead with powerful technology that is reshaping digital asset management. Using machine learning to automate a process that was often haphazard and required hours of time is a tremendous improvement for our customers who work in the fast-paced world of marketing," commented Shane Westra, VP of Product at Webdam.

"This is the first application of Shutterstock's industry-leading computer vision technology outside of the Shutterstock creative platform," said Kevin Lester, Shutterstock's VP of Engineering for Search. "As part of our mission to invest in artificial intelligence, we are thrilled to find powerful uses for this technology with Webdam, as they continue to innovate their product and meet the demands of their global customer base."

Learn more about Webdam's Keyword Suggestion Tool [here](#).

About Webdam

[Webdam](#), a division of Shutterstock, is a leader in digital asset management, changing the way marketing and creative teams manage the world's brands. Founded in 2005, Webdam's cloud-based platform powers the visual content that drives impactful brand experiences, and allows brand-building activities to scale across the enterprise and consumer touchpoints. For more information, please visit [Webdam.com](#), and follow Webdam on [LinkedIn](#), [Twitter](#) or [Facebook](#).

About Shutterstock, Inc.

Shutterstock, Inc. (NYSE: [SSTK](#)), directly and through its group subsidiaries, is a leading global provider of [high-quality licensed photographs](#), [vectors](#), [illustrations](#), [videos](#) and [music](#) to businesses, marketing agencies and media organizations around the world. Working with its growing community of over 160,000 contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 100 million images and more than 5 million video clips available.

Headquartered in New York City, with offices in Amsterdam, Berlin, Chicago, Dallas, Denver, London, Los Angeles, Montreal, Paris, San Francisco, and Silicon Valley, Shutterstock has customers in more than 150 countries. The company also owns [Bigstock](#), a value-oriented stock media agency; [Offset](#), a [high-end image collection](#); [PremiumBeat](#) a curated [royalty-free music](#) library; [Rex Features](#), a premier source of [editorial images](#) for the world's media; and [Webdam](#), a cloud-based [digital asset management service](#) for businesses. For more information, please visit [www.shutterstock.com](#), and follow Shutterstock on [Twitter](#) or [Facebook](#).

webdam™

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/webdam-launches-keyword-suggestion-tool-using-machine-learning-technology-300397375.html>

SOURCE Shutterstock, Inc.

