

Shutterstock Announces Search Upgrades, Including Real-Time Search

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Innovations make Shutterstock a superior choice for image buyers and photographers

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Shutterstock, the leading global provider of stock images and footage by subscription, is investing aggressively in search technology with a series of innovations in the first half of 2010.

Offering more than 11 million images and 180,000 footage clips, with search supported in 10 languages, Shutterstock helps busy professionals quickly find the right royalty-free content for any project.

Shutterstock's recent search enhancements include:

- Saved Search and Search Alerts, features that empower image buyers to track topics of interest easily and automatically. Customers can receive free e-mail notifications when new images match a saved search.
- People Search, which identifies images based on the number of people in a photograph, as well as their gender, age, and ethnicity.
- An improved Similar Images Search, which recommends other images based on qualities such as keywords, image colors and models.
- A Real-Time Search engine, which indexes new images within seconds, rather than hours. Image and footage buyers will see fresh content faster, including up-to-the-minute editorial images.

Additionally, Shutterstock continues to refine its proprietary "Most Popular" results algorithm, which weighs keyword relevance, image download frequency, and other customer behavior. The search engine produces more accurate results than competing stock sites, and is especially precise with searches involving multiple words.

Search improvements benefit artists as well. Shutterstock crowdsources the talents of photographers, illustrators and videographers around the world who earn money when customers download their content. Real-Time Search means approved images and footage will appear on Shutterstock faster, and a "Newest First" search results page will always display fresher and more varied content.

"We pride ourselves on innovation and attention to the needs of image and footage buyers," said Jon Oringer, founder and CEO of Shutterstock. "Building the stock image industry's best search engine shows our commitment to our customers and confirms our leadership position among providers of visual content."

About Shutterstock

Shutterstock is a leading global provider of high-quality licensed photographs, vectors, illustrations and videos to businesses, marketing agencies and media organizations around the world.

Shutterstock works closely with its growing contributor community of photographers, videographers, illustrators and designers to curate a global marketplace for royalty-free imagery. Shutterstock adds tens of thousands of rights-cleared images each week, and with more than 19 million images currently available, the company recently celebrated its 200-millionth image download.

Headquartered in New York City, Shutterstock also owns Bigstock, a value-oriented stock agency that offers both credit and simple Pay As You Go purchase options.

For more information, please visit <http://www.shutterstock.com>, and follow Shutterstock on [Twitter](#) or on [Facebook](#).

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