Shutterstock Releases Advanced Keyword Suggestion Tool for iPhone using its Computer Vision Technology

For the first time, the tool uses a combination of metadata and pixel data to suggest more relevant and accurate keywords using artificial intelligence

NEW YORK, NY, July 19, 2016 -- Shutterstock, Inc. (NYSE: SSTK), a leading global provider of commercial imagery and music, today released its new keyword suggestion tool within the Shutterstock contributor application experience on iOS. This technology is rolling out on mobile first, where keyword suggestion means less reliance on a small keyboard, which is especially valuable to Shutterstock's community of more than 100,000 contributors.

The application uses Shutterstock's recently announced computer vision technology to locate visually similar images to the uploaded image, and automatically generates relevant and previously successful keywords for the contributor to select from. This is the first iteration of Shutterstock's custom built neural network using both metadata and pixel data working together to create the most accurate keyword suggestions.

"We continue to invest in our Artificial Intelligence tools, which allow us to enhance the Shutterstock experience," said Jon Oringer, Founder and CEO of Shutterstock. "In this instance, we are helping our artists and photographers focus on the job they enjoy most. Keyword suggestions and other innovative tools built on our custom computer vision technology are instrumental in bringing efficiency and accuracy to the contributor experience, helping them earn more faster."

Shutterstock contributors input up to 50 keywords to accompany any given image they upload to Shutterstock, which helps customers, discover the imagery best suited for their needs.

The keyword suggestion tool is available on the Shutterstock Contributor iPhone application [in the app store](#) today.

About Shutterstock, Inc.
Shutterstock, Inc. (NYSE: [SSTK](#)), 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 100,000 contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 90 million images and 4 million video clips available.

Headquartered in New York City, with offices in Amsterdam, Berlin, Chicago, Denver, London, Los Angeles, Montreal, Paris and San Francisco, Shutterstock has customers in more than 150 countries. The company also owns Bigstock, a value-oriented stock media provider; 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 and on Facebook.

Shutterstock Press Contacts
Siobhan Aalders and Niamh Hughes
press@shutterstock.com
917-563-4991