



Press Release  
For Immediate Release

## **Keywording Advances To Being Easy**

New York, NY, October 20, 2006 - KeywordCompiler.com, the most advanced keywording and tagging software in the stock photo industry, now offers KC Lite™, which is the simplest. KC Lite is designed to assist individuals of all skill levels in creating keywords and metatags to facilitate the search of their photographs, video, footage, mash-ups, web sites, archives and other visual content.

KC Lite speeds the keywording process by guiding users through 10 easy steps that suggest words and information to add for each image record. It automatically adds synonyms from Keyword Compiler's proprietary thesaurus, which has been refined over nearly a decade of use by picture professionals. Captions and keywords can be exported or copied and pasted directly into IPTC, an image's File Info, databases or online data entry of stock photo distribution channels. Features include pulldown menus of suggested keywords, list views for rapid copy and paste between image records, and spell checking.

The simplest solution for stock photographers, videographers, web designers, photo agencies, libraries, archivists and other professionals who work with visuals, KC Lite makes content more effective for search by broad audiences in the most convenient way possible.

KC Lite is endorsed by StockPhotoFinder.com, the stock photo search engine. "Because we search tens of millions of stock photos," says StockPhotoFinder.com's President Randy Taylor, "we see what a huge difference good keywording makes in sales." KC Lite is a collaborative effort to improve stock photo and footage sales of creators and their agents by improving the speed and accuracy of content tagging.

Available for Mac and PC, KC Lite is priced at US \$29.00, and is available at KeywordCompiler.com, which will redirect users to e-commerce portals for purchase and download.

KC Lite is a product spin-off of Keyword Compiler™, the venerable grandfather of keywording software that first offered its pro bono freeware in 2000 to help the stock photography community standardize and evolve keywording best practices. The Keyword Compiler product line includes full-featured versions for centralized corporate servers and individual desktop use, as well as KC Lite. KeywordCompiler.com also offers low-cost keywording services for those who want to lower their cost of keywording even further beyond the time saved using the company's keywording software.

"KC Lite" and "Keyword Compiler" are trademarks of New York-based Stock Media Corporation.

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**Word Count:**

383 words

**Summary:**

KC Lite is easy-to-use software for keywording stock photos and footage, designed for photographers, photo agencies and footage libraries.

**Keywords:**

KEYWORDING, KEYWORDS, KEYWORD SEARCH, KEYWORD SOFTWARE, KEYWORDING SOFTWARE, TAGGING SOFTWARE, TAGGING, TAGS, METATAGS, META SEARCH, STOCK PHOTOS, STOCK PHOTO, STOCK PHOTOGRAPHY, FOTO, FOTOS, IMAGE, IMAGES, IMAGERY, FOOTAGE, VIDEO, STOCK AGENCY, STOCK AGENCIES, PHOTO LIBRARIES, PICTURE LIBRARIES, LIBRARIES, CATALOGUING, IMAGE ARCHIVES, PHOTO ARCHIVES, ARCHIVING, ARCHIVISTS, STOCK MEDIA CORPORATION, STOCKMEDIA.NET, STOCKPHOTOFINDER.COM, KEYWORD COMPILER, KEYWORDCOMPILER.COM, CONTENT, LICENSING, KC LITE, KC-LITE