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Veer introduces Fancy™ deluxe royalty-free photography

Exclusive new brand created by Veer blends commercial appeal with high-end production values

New York, New York, May 2, 2005 – Veer, a provider of visual elements and design-related products, today announced the release of Fancy, the company's new line of deluxe royalty-free photography. The collection is conceived, created, and produced by Veer and a distinguished team of art directors and photographic talent. The brand and images are fresh and stylish, blending visual artistry with strong commercial appeal. The initial Fancy titles are now available exclusively at veer.com/fancy and will soon be available outside North America through Veer's channel partners.

Fancy continues Veer's design-driven approach

Since its inception, Veer has taken a focused and filtered approach, hand-picking products for aesthetic and technical quality from established agencies and emerging artists. This strategy was also used to create Veer Exclusive collections, such as Solus rights-managed photography and Umbrella type. The new Fancy royalty-free photography collection exemplifies this discriminating approach, in that it was produced by Veer from start to finish with the needs of today's creatives in mind.

"Fancy is directed and shot by professionals who have the expertise to create great photographs," said Jens de Gruyter, Creative Director of Photography at Veer. "Our commitment to expert shooting, technical quality, rigorous editing—and the time and care put into lighting, location, and models—show through in the final product."

The images have the high production values and technical sophistication that creatives demand. But Fancy images are desirable for more than just their technical excellence. The themes and styling are highly useful and relevant, reflecting societal trends and current fashions. The concepts and compositions are inventive and tasteful, with original twists on traditional ideas. Says de Gruyter, "Fancy provides a fresh perspective on royalty-free photography that will really resonate with designers."

"From a design perspective," says Sheldon Popiel, founding partner and Creative Director at Veer, "We appreciate the subject matter and artful compositions of these images. They're sophisticated, relevant, and useful. Veer has always been committed to offering great products to our peers within the design community. We sell the products that we as designers would use ourselves. The new Fancy collection fits this description perfectly."

Noted creative director of photography joins Veer team

The Fancy collection is produced by a team of art directors and photographic talent from Europe and America and is led by Jens de Gruyter, who is responsible for producing and articulating a creative vision for the collection. De Gruyter has a long career in the visual content industry, having held senior management and creative roles at Zefa Visual Media and Image Source. At Zefa, he focused on the growth of the company's product offering. Later de Gruyter founded and developed a well-respected collection that was acquired by Image Source, where he went on to become Creative Director.

"We're thrilled to have Jens join the Veer team and play this critical role in establishing Veer as a respected producer of visual content," said Don Wieshlow, founding partner and Products Director. "Jens adds a new dimension to our organization and has an exceptional track record of building recognized collections that meet the aesthetic and commercial needs of the marketplace."

The Veer team has long contributed to the image industry, having created image collections for organizations such as Adobe Systems, EyeWire, and Getty Images.

Fancy product information and availability

Fancy titles are currently available at veer.com/fancy and are featured in the May issue of the Veer Visual Elements catalog. Fancy products are available as single image downloads (low resolution to super high resolution; \$149 to \$439) or as titles on DVD (up to 100 images; \$699; Windows or Mac OS). For more information or to purchase Fancy images, customers can visit veer.com/fancy or call 877 297 7900. Twenty-eight titles are currently available. Ongoing releases of new titles are scheduled.

Outside North America, Fancy is distributed through Veer's global network of channel partners. Veer invites those interested in distributing the collection internationally to contact the company at international@veer.com

About Veer

Veer sources and delivers visual elements with imagination and style to help creatives diverge from the norm and generate fresh solutions. Veer presents a discerning, design-driven selection of photography, illustration, type, and footage, including exclusives and world premieres. Its products are used daily in advertising, print and web design, corporate communications, and publishing. The privately held company has offices in the United States and Canada and serves its global base of customers through its call center and its award-winning web site at veer.com.

Web Site: veer.com

Toll-Free Orders and Product Support: 877 297 7900

Free Catalog Requests: 877 297 7900

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