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Veer bolsters collection with new imagery from Nonstock Photography and Spots Illustration

Striking new libraries elevate Veer's offering to over 100,000 visual elements and inspire new avenues for creative expression

Calgary, Alberta, May 15, 2003 - Veer, a provider of unique visual elements and design-related products, today announces two new libraries in its discriminating selection of stock visuals. Nonstock Photography and Spots Illustration expand Veer's rights-managed and royalty-free offerings respectively. These two new libraries address very different creative needs, but share the aesthetic and technical qualities that exemplify the company's discerning approach to product selection. Effective immediately, Veer is distributing both the Nonstock and Spots collections to creatives in North America.

As the name suggests, Nonstock rights-managed photography collection presents unconventional and innovative subjects and photographic styles. With off-kilter concepts, inventive spins on popular themes, and darkroom and digital wizardry, Nonstock inspires new conceptual possibilities. This bold collection adds a compelling new dimension to Veer's hand-picked offering of contemporary rights-managed photography.

Veer's partnership with Spots brings the work of North America's most talented commercial artists to creatives as stock illustration. Commission-quality, yet completely royalty-free, the Spots Illustration collection offers an immense variety of mediums and styles for advertising, editorial, and even packaging use. Leading illustrators are represented, including the signature styles of Lisa Haney (whose work has graced pages in the *New York Times*, *Fortune* magazine, and *The Baffler*), and Dan Yaccarino (creator of *Oswald*, the hit animated series on *Nickelodeon*). Creatives can quickly and easily find all images by the same artist – useful when they need multiple images in a similar style to use across campaigns or in larger projects.

"The addition of these two collections is indicative of Veer's ongoing commitment to bring creatives the most stylish and novel imagery from innovative companies around the globe," said Drina Lazar, one of the founding partners of Veer. "We recognize that creatives evaluate images based both on their aesthetic appeal and how they translate into creative concepts. Our design-driven approach is directly aligned with how creatives want to see and use imagery. Nonstock and Spots fill important needs for creatives: adding the edge of avant-garde and experimental photography, or enhancing their work with the polished styles and cachet of award-winning artists."

"Veer continues to astound me by bringing together such a powerful selection of images and type and offering them in such an inspiring and innovative way," said Armin Vit, senior designer at Norman Design. "These latest additions are some of the most beautiful imagery available."

Customers can search the Nonstock collection by keyword or browse through thematic galleries on veer.com. Rights-managed pricing is calculated using Veer's online price calculator or image buyers can call Veer's dedicated staff for research and pricing. Rights protection is available on all Nonstock images. Spots Illustrations are available for immediate download from veer.com in low, medium, and high resolutions, with high resolution files suitable for full-page use. The images are delivered in digital format as RGB JPEG files.

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 web site at veer.com.

Web Site: veer.com

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