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Veer expands product offering, bringing world-class rights-managed imagery to creatives

Distinctive rights-managed photography from SolusImages and Pete McArthur inspires new creative possibilities

Calgary, Alberta, January 30, 2003 – Veer, a provider of unique visual elements and design-related products, today announced the addition of rights-managed (RM) photography to its extensive library of royalty-free imagery, motion, and type. This addition makes Veer one of the only providers to offer a full spectrum of visual elements and licensing options. Veer adds rights-managed photography from SolusImages and Pete McArthur, two striking collections that express visual excellence.

Veer has signed an agreement to be the exclusive United States reseller of SolusImages. This expertly edited collection embodies three distinct aspects of photographic creativity: executing assignment-level concepts, putting a new spin on traditional subjects, and exploring personal visions. Their fresh approach has enabled SolusImages to attract sophisticated photographers, including those previously unwilling to shoot stock. A second rights-managed library features the signature style of Pete McArthur – vivid still-life imagery characterized by bold color, masterful lighting, and witty compositions.

With the addition of RM photography, Veer responds to the sophisticated needs of the advertising and publishing market. These new rights-managed collections offer greater exclusivity to designers and their client due to their restricted, limited-time usage agreements, and availability of rights protection. Additionally, Veer offers full research and rights-clearance services to support image buyers in their quest for the ideal image.

“Veer’s entry into rights-managed imagery marks our continued growth and ongoing commitment to source original, distinctive imagery that meets both the aesthetic standards and licensing requirements creatives demand,” said Drina Lazar, one of the founding partners of Veer. “We’re thrilled to have partnered with SolusImages and Pete McArthur, two companies that complement our design-driven approach and exemplify exceptional depth of visual artistry.

Customers can search Veer’s rights-managed imagery by keyword or browse through thematic galleries on veer.com. Rights-managed pricing is calculated per image use based on such factors as placement, usage, region, and circulation. Rights protection is available on SolusImages either by industry or total protection. Image buyers can use Veer’s online price calculator to determine pricing or call toll-free to request the assistance of Veer’s dedicated sales staff. Images are delivered in digital format as RGB JPEG files and range in size from 20 to 83 MB.

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, Canada, and the UK and serves its global base of customers through its call center and its 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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