



## Welcome!

### We appreciate your interest in working with mauritius images!

We are well positioned for the future and thus have created the best conditions for your images to be marketed and published.

On the following pages we have summarised everything you need to know!

<b>Company Profile</b> .....	<b>2</b>
Company .....	2
Customers.....	3
International Network.....	3
Our Understanding of Partnership and Reliability...	3
Newsletter & Personal Information.....	4
Sales Opportunities.....	4
Desire for Exclusivity .....	4
<b>Important Information</b> .....	<b>5</b>
Your Application .....	5
Contract, Distribution and Usage Rights.....	6
Website & Database - modern & safe.....	6
<b>Technical Standards / Delivering Image Data</b> .....	<b>7</b>
Minimum Requirements.....	7
Processing the image data.....	7
Upload Process.....	7
<b>Inscription Standards &amp; Examples</b> .....	<b>8</b>
People.....	9
Geography & Travel .....	9
Nature: Flora & Fauna .....	10
Technology, Medicine, Science .....	10
Stills, Product Shots, Symbol- and Concept images..	11
Picture Series .....	12
Reportage.....	13
<b>Topics Requirements</b> .....	<b>14</b>
<b>Contact</b> .....	<b>15</b>



## Company Profile mauritius images

### Company & Offer

Founded in Berlin in 1929 mauritius images GmbH is Germany's oldest and biggest owner-led photo agency. Our digital and physical image collection includes about 30 million Royalty-Free and Rights Managed motives.

One can find fresh, creative and contemporary motifs from the fields of Travel, Nature, Lifestyle and People plus historical images with a documentary character. Extensive collections in the areas of Food, Beauty, Medicine, Illustration and Symbolic photography meaningfully add to and round off our offer.

As a leading agency, we do not only offer our high-quality imagery but also an outstanding competent service. Our experienced staff are happy to personally assist you in all matters relating to imagery.

Our digital stock can be accessed by our customers on a 24/7/365 basis via the in 2014 newly launched mauritius images website.

Following our requirements the powerful picture database has been developed by market leader pictur-maxx. In addition to sophisticated, intuitive search options, it offers lightbox functions and many other features that take our customers quickly to the desired results.

Our services at a glance:

- Outstanding Imagery
- Competent Service
- Powerful Picture Database

Our vision is the optimal combination of continuity and innovation: using of the latest technology is therefore just as natural for us as the traditional creative personal consultation.



## Customers

Our long-standing customer relationships is proof of their confidence in us. More importantly, their trust should serve as an incentive for us to become even better.

This applies to both our technical developments as well as our customer service, which is of utmost importance at mauritius images. Despite growing digitisation we, as an apprenticeship company, see ourselves as craftsmen and serve as a medium-sized service regarding all matters relating to images.

Our clients include some of the largest and most renowned companies in their respective industries; publishing houses, editors, advertising agencies, corporate customers and others. As an SME ourselves we are proud in advising and serving many other small and medium-sized companies.

## International Network

As well-known and reliable partner, mauritius images has a unique, global network of more than 1,000 photographers and approximately 100 partner agencies.

This is how we ensure that our customers can always access a current and constantly expanding image stock. Our portfolio includes not only material from the areas Travel, Nature, History, People/Lifestyle and Food.

We try to universally comply with all desires of our broad customer base covering, for example, in the areas of Vintage, Food, Fashion, Red Carpet, etc.

For our most favoured photographers and partner agencies, we offer our customers their entire offer in just a few clicks using our specially designed collection filter.

## Our Understanding of Partnership and Reliability

As a traditional company, we are committed to our reputation. Our partners get their rightful share of the photo royalties immediately at the end of the agreed billing period (depending on revenue or agreement, monthly, quarterly, annually). This is something you can rely on!

At the end of each billing period, we offer detailed digital sales reports via our website for downloading.

These show the following information, for example media type, size used, circulation, etc. media number, type of usage, total price, royalty split.



### **Newsletter & Personal Information**

We inform our partner photographers frequently via newsletter regarding customer requests. Thus, you are always up to date on current demand and can take photos on a customer- sales-oriented basis.

We are there for you in case of questions and wishes - please feel free to contact us any time - quick response guaranteed. Please find our contact details at the end of this brochure.

### **Sales Opportunities**

At the beginning of new partnerships we are often asked for the chances of success. In a highly competitive market, this is dependent on various factors such as exclusivity, uniqueness, technical quality, quality of indexing and of course on the number of your image offer. Please bear in mind, that beforehand we therefore will not make any statements regarding your future sales revenues.

However, one thing we can assure you: optimal and multi-channel marketing through

- our website
- the picturemaxx offer (incl. several "places")
- our national and international sales teams, and
- our foreign partner agencies (in cases of worldwide distribution rights).

### **Desire for Exclusivity**

In a world of increased parallel offers it is our concern to provide our customers with exclusivity, specialty, uniqueness.

You can help us by allowing us to market your images exclusively. Please keep in mind that parallel offers of the same image material by various agencies will eventually lead to reduced royalties, as the buyer will choose the cheapest supplier.

Against this background please consider carefully, who should market your material. We will be delighted if your choice would fall on us.

In this context we ask you to remember that we have developed a rather critical attitude towards imagery that is already on offer by many other providers on the market.



## Important Information

### Your Application Sending Illustrative Material

In order to get a good overview of your work, please send us about 150-200 motifs for review (preview files with 1.200 px longest side, i.e. via [wetransfer.com](https://www.wetransfer.com)) to ensure that we have obtained a representative cross-section of your imagery.

Please only provide us with qualitatively and technically flawless data - follow the rule „quality before quantity“.

Thematically we are interested in motifs from all areas of life - please also have a look at the relevant chapter of this brochure (page 14).

### Procedure

If you like our profile and the above-mentioned framework, we look forward to receiving your illustrative material.

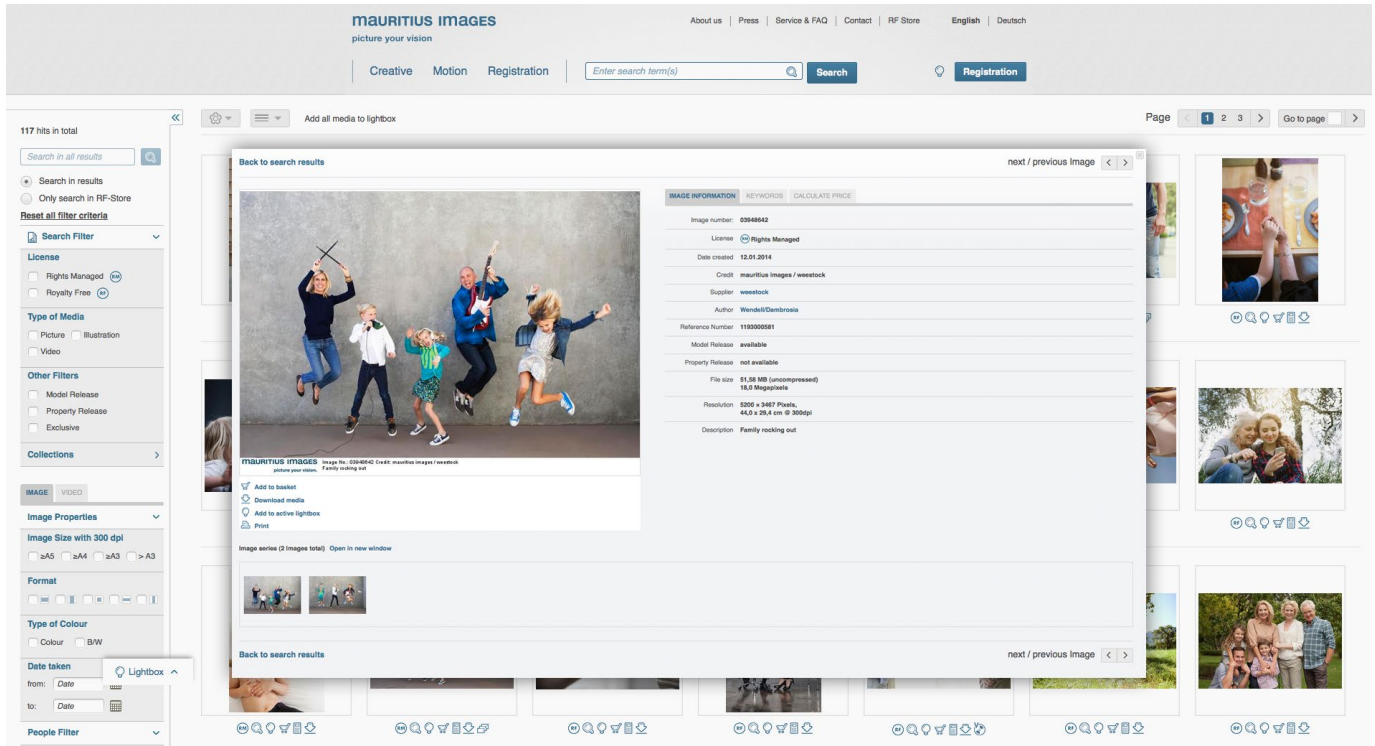
In case of mutual interest in a future collaboration we will sign a respective contract including terms and conditions.

Upon finalisation of the contract, we will send you your personal login details for our image database „SODAWARE“, where you will find all the tools you need for future submissions, a complete overview of your images, your sales reports and other helpful documents for download.

Using your login details you can supply us with new material around the clock. Our Art Department / Art Buying team is responsible for the day-to-day management and will check the submissions on a daily basis.

At the end of each billing period we provide you with detailed sales reports (format: PDF, Excel) via a secure area on our website for downloading.

**NB:** Please note that you are offering you imagery in your own interest. mauritius images will not be liable for any claims regarding the loss of quality / quantity or other damages to the submitted material. The sending of illustrative material will not automatically create a contractual relationship.



## Contract, Distribution and Usage Rights

In order to offer your imagery to the largest possible customer base we ideally need international distribution and unrestricted usage rights.

It is our mission to provide our customers with exclusive, special, unique material. You can help us in doing so by giving your images to us exclusively for marketing, particularly for Germany, Austria and Switzerland - an area in which we operate with our own sales team. This has the advantage that we do not have to share royalties with third parties. As a result your royalty split will be higher.

Worldwide, we have contracted all the leading picture agencies in the respective countries or regions for our imagery, but not any of the global microstock providers. This guarantees that your artwork is responsibly treated and fair market prices will be achieved.

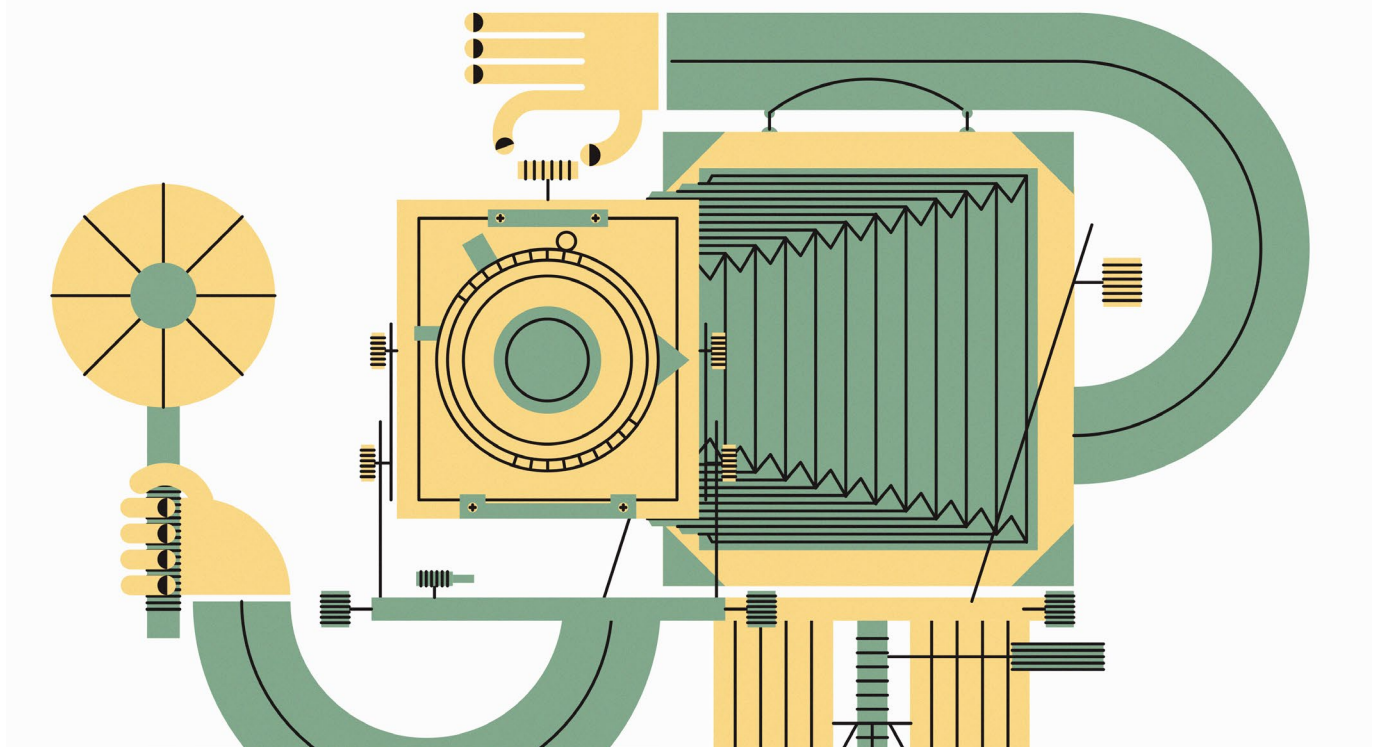
With taking your photos please make sure that the publication by mauritius images must not infringe rights of third parties or any other clients. Should you not have obtained model or property release for an image, please mention/enter this information while uploading within the metadata (see also to our instructions regarding the upload process).

## Website & Database modern, high-performing, intuitive & safe

Our successful sales are based on our modern and intuitive homepage and the underlying performing and robust image database.

The image database has been developed in collaboration with Sodatech, a world leader in DAM and distribution systems. The high-end systems of the Swiss IT company guarantee performance and security when handling your image data. The lavishly designed customer website combines intuitive design with state-of-the-art features and sets new standards on the image market.

In the interests of our customers mauritius images is committed to the highest quality standards. We kindly ask you to actively help meet such standards. Amongst others, this includes that many metadata are mandatory to complete the upload process.



## Technical Standards / Delivering Image Data

### Our Minimum Requirements for your Camera Technology

Sensor size: 16 MP full frame

Please use digital lenses or such analog optics, the camera manufacturer recommended.

Our upload system only accepts image data in jpeg format. Please supply the data in 300 dpi/Adobe RGB and set your camera accordingly.

Please also note that your preparatory artwork is completed before uploading image data (color reproduction, contrast ratio, other retouching).

### Processing the image data

The SODAWARE upload process only accepts data in jpeg format.

If you are working with RAW data, please convert it into the jpeg format and save it in the colour profile Adobe RGB 1998. RAW files will have to be revised with regard to tonal range, contrast and brightness!

Please check, if your camera manufacturer's converter provides good opportunities for correction and good results. Less good conversion software may create pixel noise!

Please use Adobe RGB 1998 as a working colour space; it will be adopted as a profile while saving.

Please work and save in the 8 bit/channel mode. Using Adobe Photoshop please choose from menu image -> image size the resolution 300 dpi but without recalculating the image size.

File Names should not contain more than 20 characters (excluding extension).

### Upload Process

Using your personal login details you can log on to our picture database SODAWARE. Upon successful uploading (via ftp or drag-and-drop), our Art Department will check and edit your offer. Afterwards you can caption your images in accordance with our captioning/keywording standards (see also page 8).

Already existing metadata in the IPTC header will be read and adopted during upload process.

Please also add model and property releases (in jpeg or pdf format).

Please find detailed instructions regarding the uploading process in the photographer's area on our website.

20190117\_160814.jpg / 6161669

Caption \*

Whole and sliced pomegranates on a turquoise wooden table

Snapshot Date \*

20.07.2016

Color/BW \*

Color  Black-white  Monochrom

Image Type \*

Photography  Illustration  Computer graphics

Keyword \*

pomegranate

glass [Glas]  
knife [Messer]  
wood [Holz]

Author

City

Country

Age Estimation

Undefined  
Baby  
Children  
Teenager  
Adults  
Seniors  
Mixed Age Groups



## Keywording Standards

Our system requires detailed and meaningful entries in the caption and keyword fields.

If these entries are already in the IPTC header they will be adopted while uploading. Non-existent important data will have to be added. Thematically identical images can be edited in the time-saving batch processing mode (please see our quick guide regarding batch processing).

### Language

In SODAWARE description and keywords have to be either in English or German. The corresponding language of your editing mask is controlled by the language setting of your browser.

### Caption

Gist / main information of the image in comma-separated keywords, no or short sentences.

### Keywords

In addition, please enter about 15-20 meaningful, thematic keywords (factual and associative), individual terms, nouns, verbs/adjectives (basic form). Do not use inflections and conjugations, but only basic forms. Please do not separate associated terms by punctuation. Also, please enter information about technical features (filters, digital processing, HDR, high-key, etc. ...).

### Age Estimations

The SODAWARE screen mask offers a selection of various age specifications of people shown in the picture and for each frame and can be designated to any of the images (or multiple images in case of batch processing) via a selection menu.

For group shots with people in different ages groups SODAWARE offers multiple entries. Please, also add the age indication „mixed age groups“.

### Release Information

Information about model and property releases can conveniently be entered by using SODAWARE's respective screen mask.

The figure of people, buildings, trademarks and logos, usually leads to usage restrictions on advertising usage. An improperly labelled image therefore may entail heavy penalties for the photographer. For this reason please ensure the correct labelling of the respective fields - if in doubt rather choose the option „No“.

### Original Date

The system will read and adopt the original date while uploading. Please pay attention to the correct entry, particularly when uploading scanned images.

### Image Manipulation

Image processing such as adding, omitting or changing must be labelled [M] in the keyword field.





## People

- Important: Information about model release,
- age indication (e.g. 20-30 years),
- number of people,
- ethnic origin (e.g. African, Caucasian, multicultural),
- activity, gestures, facial expressions, moods, associations, feelings, peculiarities etc.

### Caption

Young woman, half portrait, hair, movement, blue background

### Keywords

20-30 years, attractive, charisma, beauty, beautiful, looking into camera, brunett, one person, coloured background, female, joy, frontal, face, straight hair, light blue, light-skinned, background, Caucasian, head, long hair, long-haired, lips, smile, mouth, red, red lips, shining, studio



## Geography & Travel

- Country, State, Region, City (preferably in hierarchical order)
- Exact designation of the object, including all common names, e.g. "Sankt Michaelis Kirche" and „Michel“).
- Interesting facts, such as architecture, architect, height, length, dimensions, year of construction etc.

### Caption

Germany, Hamburg, Neustadt, Church, St. Michaelis, Michel

### Keywords

Brick construction, baroque church, dramatically, Europe, building, faith, metropolis, Hanseatic city, main church, city, church tower, spire, Michaelis, Northern Germany, religion, sight, city, atmospheric, tower, international landmark



## Nature: Flora & Fauna

- Scientific/latin or colloquial name,
- habitat, species, behavioural patterns, peculiarities,
- associations and other names

### Caption

Snowy Owl, offspring, bubo scandiacus

### Keywords

Owl, rock, look, full length, plumage, young bird, moss, standing, animal, baby animals, eagle owl, bird, wild animal, wildlife



## Technology, Medicine, Science

- Technological/scientific branch
- occupation, running activity, function, exact name (scientific name, medical term)
- Interesting facts, e.g. name of inventor, year of invention, etc.

### Caption

Transported factory automation, driverless, transport system forwarding production material to the next processing station

### Keywords

Automation, Baden-Wurtemberg, transportation, computer controlled, Germany, Europe, factory, factory hall, manufacturing, manufacturing technology, hall, fabrication, high-tech, industry, industrial plat, inside, no people, logistics, engineering, material flow, production, production hall, production technology, robot, robotics, technology, factory



## Stills, Product Shots, Symbol- and Concept Images

- Picture Statements
- Associations
- Moods
- Description, Material/Function

### Caption

Game characters, symbolism, team, leadership figure

### Keywords

Department, relationship, blue, boss, unit, figure, leadership, leading figure, jointly, community, group, integration, colleagues, together, red, social, game stone, symbol, copy space, difference, chairman, unified

### Caption

Paint can, wooden brush, colour, green

### Keywords

Colour varnish, tin, splash of colour, cutout, craftsman, handyman, wood varnish, wood preservative, indoors, varnish, varnish can, varnish brush, paint, paint brush, paintwork, brush product, product image, renovate, repair, object photography, still, studio, studio photography, renew, refurbish, indoor photo



## Picture Series

A photo series is an assorted collection of images from a single author consisting of a main subject and other related subjects that content- and topic-wise show the same motive.

The appropriate marking will be adopted by mauritius images. Please do not separate motives from the same series!

### Example

One main motive and various alternative shots that result from format changes ( portrait, landscape, panoramic), Variations in the photographer's position or from the use of different Lenses, aperture and/or time settings.



## Reportage

A reportage represents a region, an event or a situation in a pictorial order.

Should you want to add a document containing further information (e.g. interviews, editorial articles) to the reportage, please send a pdf document.

### Example

Harvesting and processing of cashew nuts.

## Topics Requirements

Below you will find a list of frequently requested topics by the mauritius images team and our customers. Regarding pending customer demands, we are sending recent briefings to our partner photographers on a frequent basis and will be happy if you produce and deliver relevant material subsequently.

### People & Lifestyle Families and Young Generations in day-to-day interaction in the respective time period

**Examples:** Babies, children in school/leisure time, daily routines of children/families/working people.

### Geography, Travel & Nature Interesting and unique facts from countries, regions, cities

**Examples:** Street Life, architecture, the country and its people, regional/typical food and beverage, atmospheric landscapes (including portrait, landscape and panorama).

### Flora & Fauna Plants and Animals in their natural habitat

**Examples:** baby animals, funny snapshots of animals, pets, indigenous animal species.

### Home & Garden Activities and scenes around the house: Construction, renovation, gardening, decoration and well-being

**Examples:** Stills of sitting areas, gazebos, object photography (gardening equipment), do-it-yourself (step-by-Step)

### Business Life Job descriptions from pharmacist to dental technician

**Examples:** European business, people on business trips (airport/train), rush-hour: cars (traffic jams, car-sharing), public transport (crowded rail and tube stations), by foot (business men and women on the way, e.g. in the financial district or in front of a factory gate, on bikes).

### Sports Pictures that make the race

**Examples:** current trend sports (Freeletics, Kettlebells), symbolic photographs symbolising victory and defeat.

### Symbolic photos & Concepts Images going beyond the obvious

**Examples:** socially critical topics (politics, environment, etc.).

### Food From shopping to the set table

**Examples:** Step-by-step productions (baking, cooking, conserving), seasonal dishes (Christmas bakery, summer barbecue, cooking with children, gift ideas from the kitchen).

### Beauty & Wellness Body and Mind

**Examples:** Massage, well-being situations, typical wellness-Motifs (orchids, pebbles, aloe vera, etc.) put in the limelight (for postcards), make-up, hairdressing, manicure, pedicure, beautician.

### Seasonal All in good time!

**Examples:** Spring awakening, summertime, vacation time, autumn harvesting, blowing snow, Christmas time.

### Holidays & Religion and Spirituality Moments for Thought

**Examples:** Faith, customs, regional feasts/nationwide celebrations, meditation, grief.

### Science & Technology Old and New from an ever-changing world

**Example:** Stills/object photography (apple watch, smartphones, tablets etc.).

### Social Topics From the hospital and nursing home visit to getting to know nurses and doctors

**Examples:** Daily life in nursing homes, nursing at home, seniors positive/negative, multigenerational households, love at old age, sports at old age, leisure activities at old age, daily living aids for seniors, ergotherapy/ physiotherapy.



## Contact

Your contact partners at the Art Department

**Irene Baumann**

Art Buying  
+49 8823 42-91  
[baumann@mauritius-images.com](mailto:baumann@mauritius-images.com)

**Heike Sickert-Kuchenbecker**

Art Buying  
+49 8823 42-38  
[sickert@mauritius-images.com](mailto:sickert@mauritius-images.com)

**Christine Striegl**

Keywording  
+49 8823 42-75  
[striegl@mauritius-images.com](mailto:striegl@mauritius-images.com)

or e-mail to: [artdepartment@mauritius-images.com](mailto:artdepartment@mauritius-images.com)