

Associated Press and medicalpicture: the whole (medical) world in pictures

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The two agencies conclude utilisation agreement! The newly structured AP picture platform has got off to a flying start - distributing the German medical picture specialist straight away. In the USA as well as in the remaining Pacific region, the news agency Associated Press will be presenting medicalpicture with immediate effect on its picture platform apimages.com.

As such, the world's biggest collection of historic and contemporary image material and Germany's biggest medical-scientific image database will be working together. In other words, anybody in the USA who is looking for solid, high-quality photographic and graphical material for any type of publication will hardly be able to avoid this selection.

Accordingly, Fernando L. Ferre, Global Director of AP Images and Thomas Schmidt, Managing Partner of medicalpicture GmbH are both proud and happy that this cooperation has proved possible.

Explaining the agreement, Thomas Schmidt said:

'In future AP will represent our entire licensed picture archive outside Europe. All of our image material is already edited in English by medical specialists'.

For clients in North and South America, particularly medical professionals and scientists, this cooperation offers a distinct advantage: instead of having to struggle through a forest of archives, now a single glance at the AP database is often sufficient.

The longstanding news agency Associated Press, with its headquarters in New York, has an archive of over 15 million negatives and prints covering a period of almost 150 years. The best of these are already stored on an online database which, alongside a good three million photographs, also contains graphical and map material.

In view of these dimensions, the medicalpicture archive with its 100,000 files appears almost modest at first glance, but there is no other picture database in the world which has a collection of such choice and high quality photos, graphics, illustrations, 3D animations and videos as the Cologne picture agency which was set up a mere five years ago.

Thomas Schmidt explained that the agreement is already being put into practice:

'AP is currently loading material onto its database, mainly illustrations and 3D views. In the near future, our other material - photographs, animations and videos - will be added in as well'.

Web links

AP Home www.apimages.com/
medicalpicture Home www.medicalpicture.de/
medicalpicture picture database bilddatenbank.medicalpicture.de/mappe/11277

medicalpicture GmbH was founded in 2002 in Cologne, Germany and is a subsidiary of DocCheck AG, Cologne. The group is the leading cooperative in the healthcare market in Germany. medicalpicture operates the fastest growing, web-based image database with more than 100,000 images from the worlds of health, medicine, pharmacy and science - in addition to photos, high-quality, thematically detailed medical illustrations and microphotographs. The vast majority of image authors nationally and internationally are represented on an exclusive basis. In addition to syndicated image media, medicalpicture offers solutions and services for image databases, image management and image management for the industry.

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