DIGITIZATION BEST PRACTICE

A PRACTICE WORKSHOP

ANTALYA, 24 NOVEMBER 2014

by Andrea de Polo

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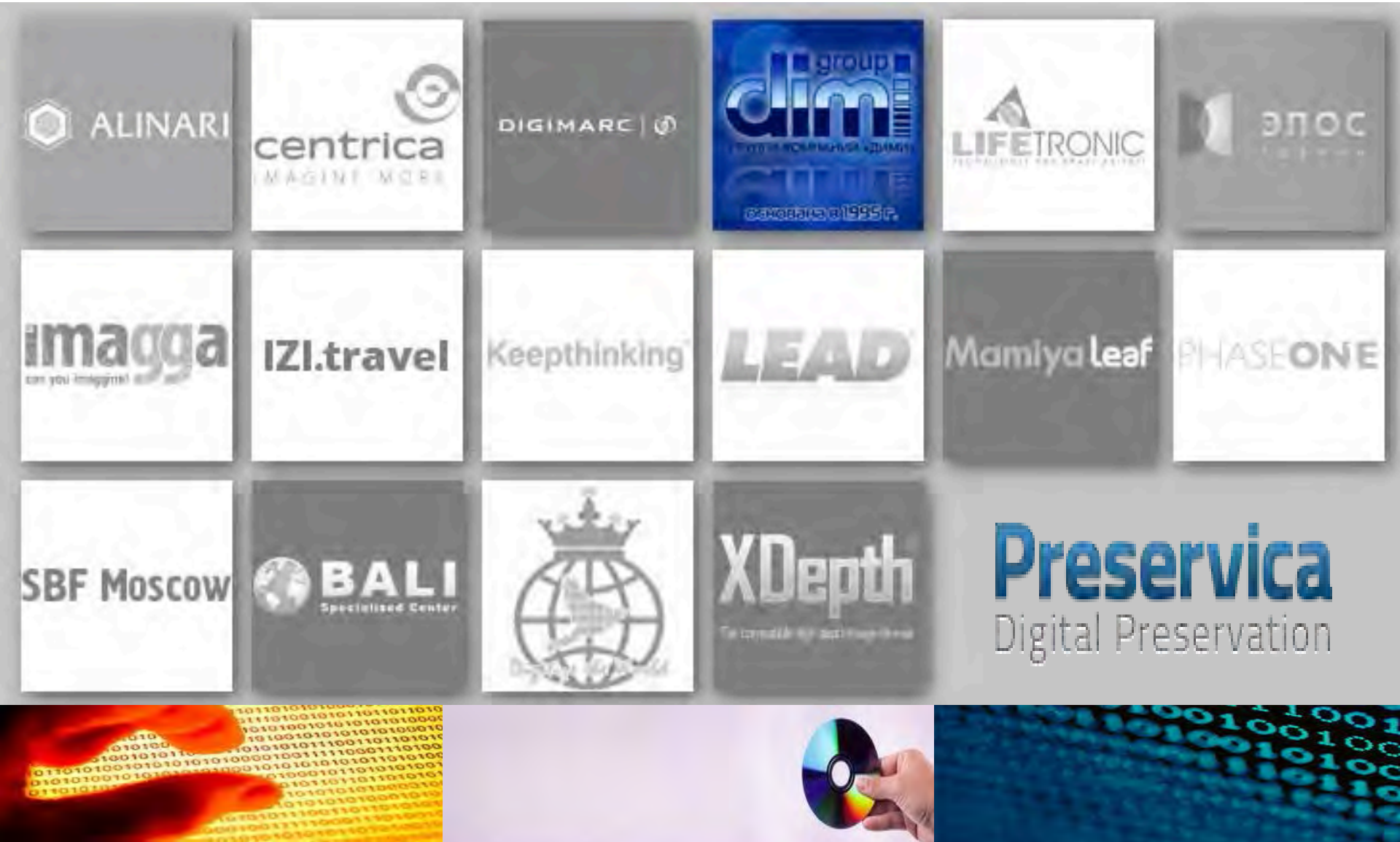


Workshop's Agenda

Introduction by the speakers
Introduction by the participants
Objective of the workshop
alinari overview
Alinari Museum
Alinari today
Alinari offers
Digitization overview
Save our Memory
Mamiya-Leaf/PhaseOne
BC100
Digitisation best practice
Eizo-Color calibration
Image enhancement
Tagging and metadata
Conservation
Preservica
IZI.Travel
XDepth
CMS
IPR
Visual retrieval
Success stories
Cooperation
Closing☺

Andrea de Polo (profile)

- BFA Photography (June 1994) from Rochester Institute of Technology, USA

- Certificate in Museum Studies From George Eastman House

- Image Permanence Institute studies on preservation

- Over 17 tears of experience on EU projects

- Involved in 2 projects with Europeana

- Digitization project with Alinari Archive

- Consultant in the field of cultural heritage

Main achivements

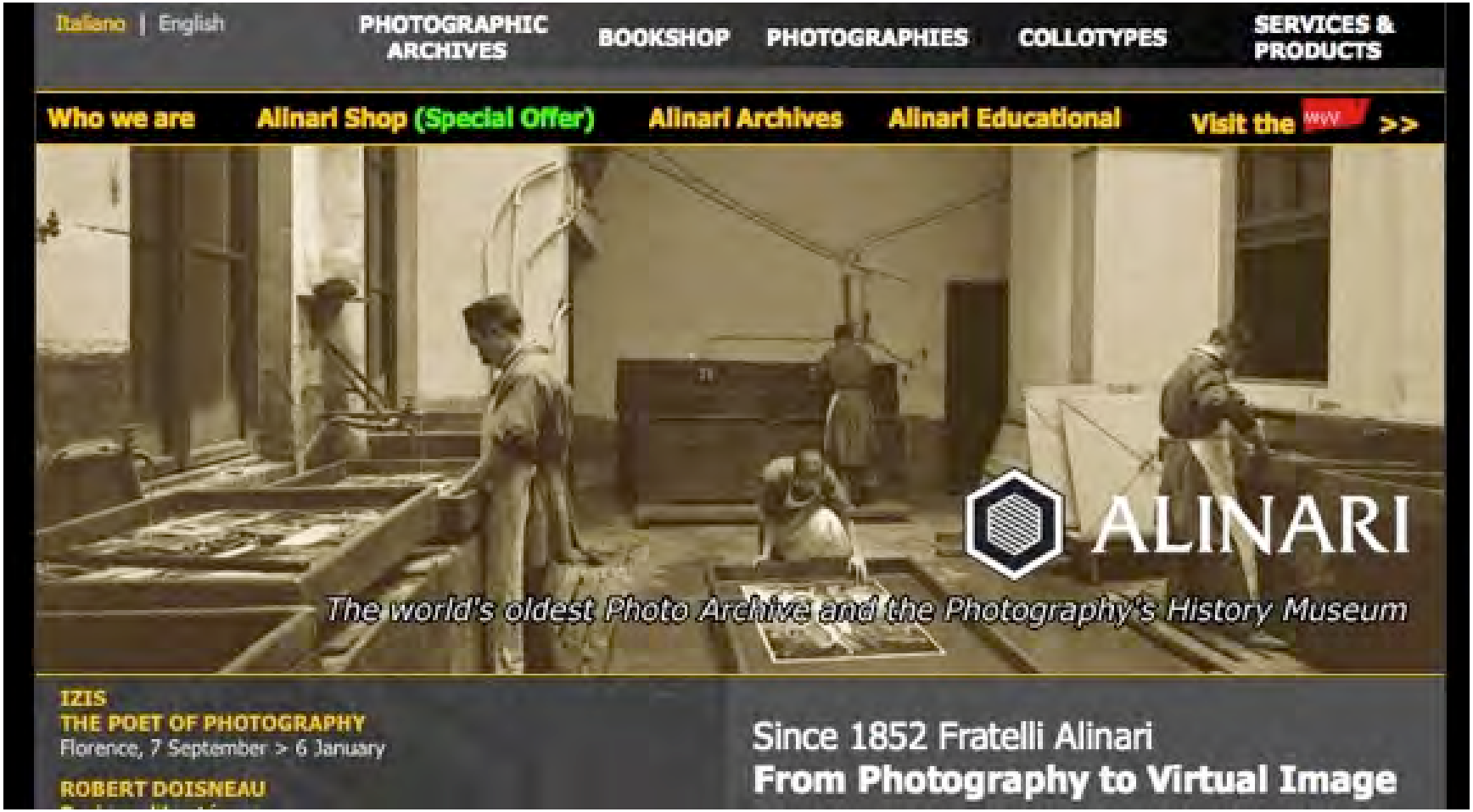
- Success stories & partnerships including:
  - Kodak
  - Leaf
  - Leica
  - Scitex
  - Digimarc
  - HP
  - Xerox
  - Cisco
- Advisor on digitization best practices
- “Save Our Memory” Alinari project
- Beta tester for: **Scitex, Kodak, Adobe**
- Invited speaker on international conferences on digital imaging/preservation
- Business partner with **Leaf/Mamiya, Centrica, Imagga, Bali, Eizo,…..**

Andrea's services:

1. Setting-up R&D projects and opportunities (ie. European grants like Horizon 2020);
2. Photographic campaigns (ie. 360 panoramic images, HQ capture, reportages, documentary); 3. Digitization/Indexing/e-commerce offers, including training, local customization, recommendations and best practices
4.

Q&A?

Background info about Alinari Photographic archive



ALINARI

- Founded in **Florence** in **1852**, **Fratelli Alinari** is the oldest firm in the world working in the field of photography.

- In 1852 **Leopoldo Alinari**, with his brothers **Giuseppe** and **Romualdo**, founded company. It specialized in photographic portraiture, art and historical monuments.

ALINARI

- Alinari has been involved since its establishment on making high quality photos, on-demand, including:
  1. **Royal families and portraits**
  2. **Natural disasters**
  3. **Architecture**
  4. **Landscape**
  5. **Art, painting, sculpture, etc.**
  6. **Documentation**

- In 1982 opened the first Italian Museum of Photography, in Firenze (MNAF).

ALINARI

Today there is:

a. the **Fratelli Alinari IDEA SpA**, which is the main Alinari holding, including the photo archive, the publishing and fine art department.

It is the commercial side of Alinari!

http://www.alinari.com

b. the **MNAF (National Museum Alinari for Photography)**, non-profit, focused on exhibitions **http://www.mnaf.it**

What's the Alinari Photo Archive Success?

1. Involved since 1997 on R&D cultural heritage projects (over **3M euro**)

2. Very active in imaging associations (ie. IEEE, CEPIC, Photo Marketing Associations)

3. Involved in standard (Jpeg, IPTC-Photo Metadata)

4. Over **330.000** images online today (400 new added daily). Objective 5 Million images soon!

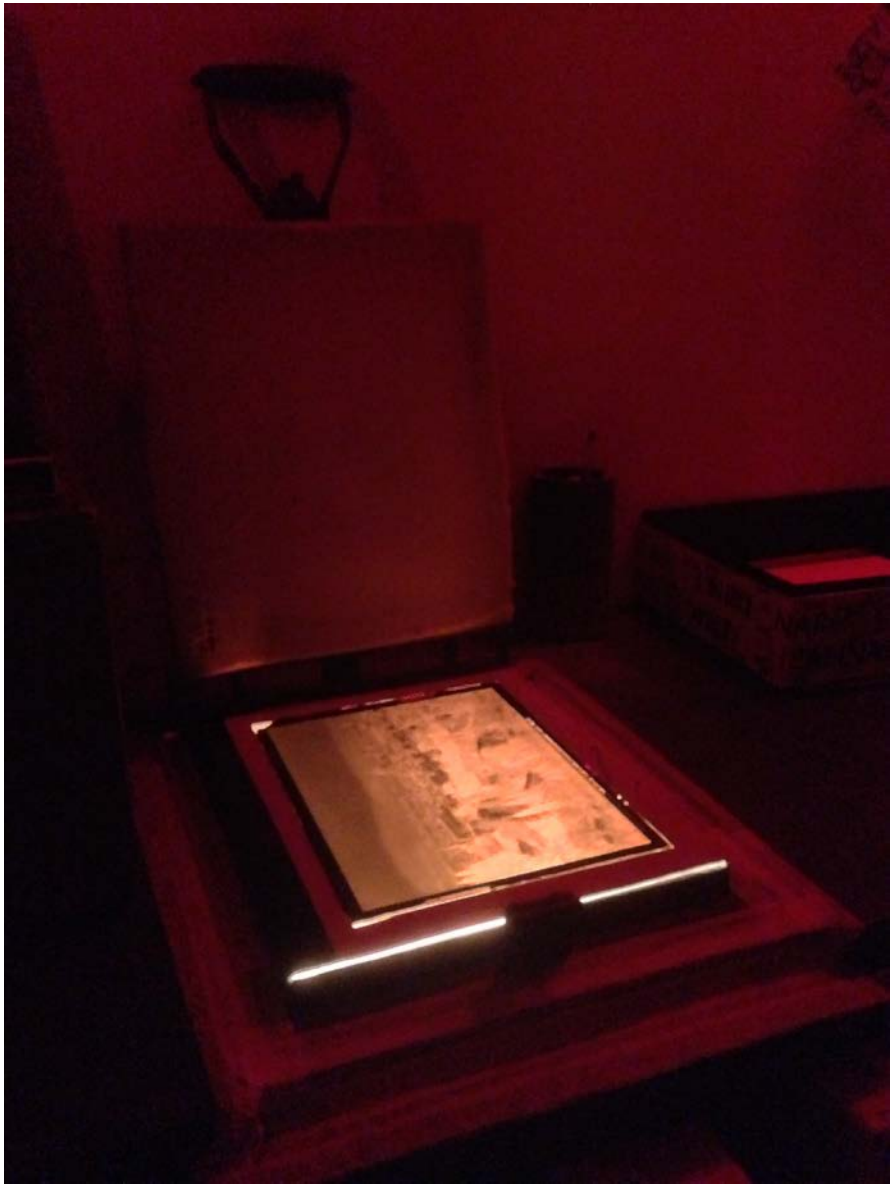
FRATELLI ALINARI TOUR

Archivi Alinari - Via Nazionale, cortile interno, Firenze 1900 ca.

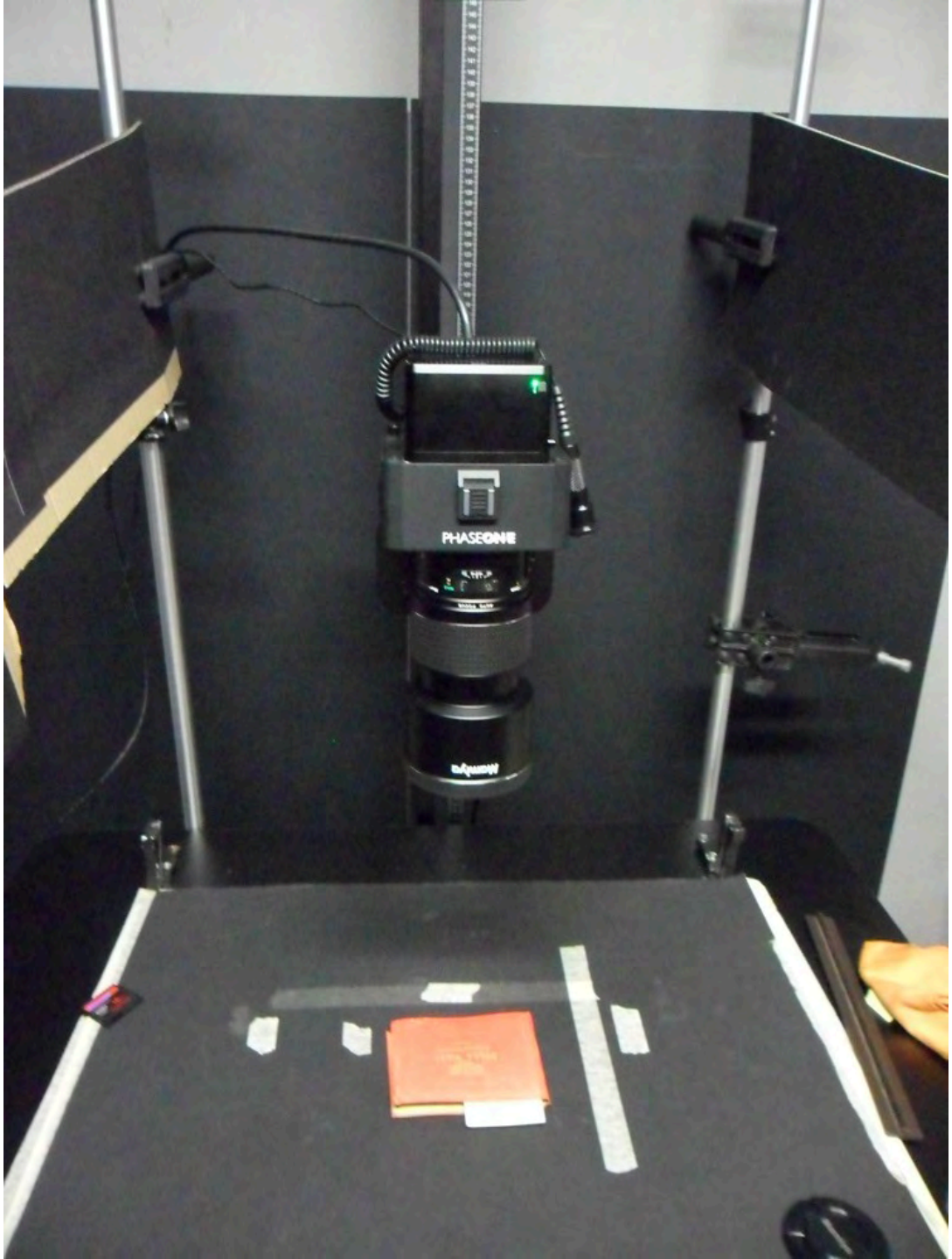
Fratelli Alinari
dal 1852
FOTO D'EPOCA
STAMPE D'ARTE
EDIZIONI FOTOGRAFICHE
FRATELLI ALINARI
SHOW ROOM
FRATELLI ALINARI
SHOW ROOM

ALINARI TODAY:

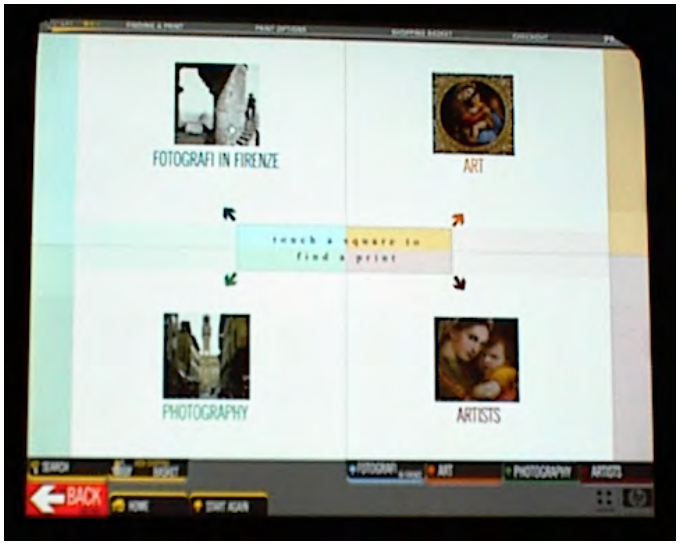
ALINARI TODAY:



POMPEI


PHASEONE

“HP ART ON DEMAND”



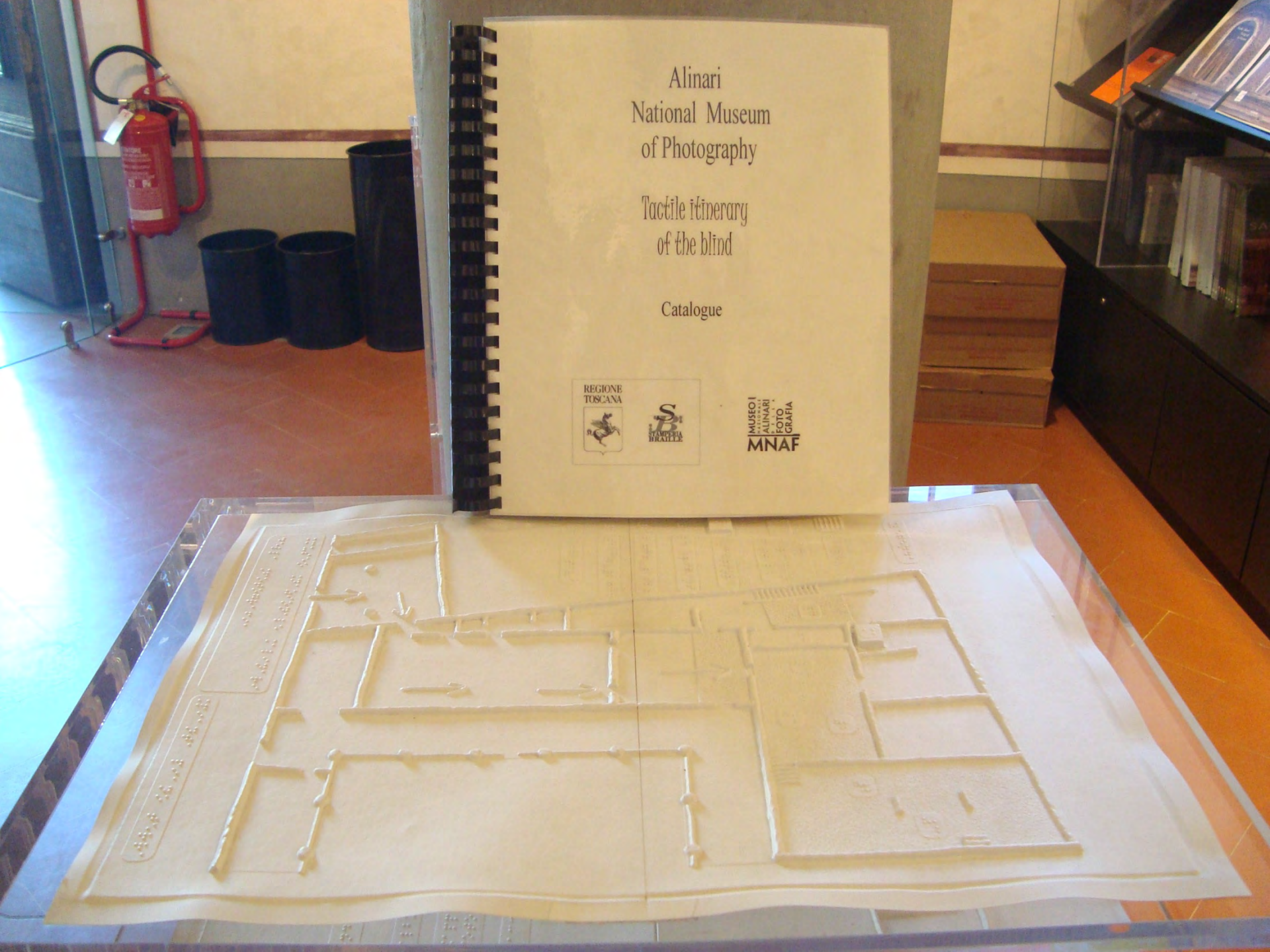
Ultimi 12 mesi

MNAF MUSEUM TOUR

CARLO MOLLINO
A OCCHIO NUDO
L'OPERA FOTOGRAFICA
1934-1973

THE ALINARI FROM THE PHOTOGRAPHIC ESTABLISHMENT TO THE MNAF Alinari National Museum of Photography
MUSEUM ITINERARIES
FIORENTINO
ARTICOLI

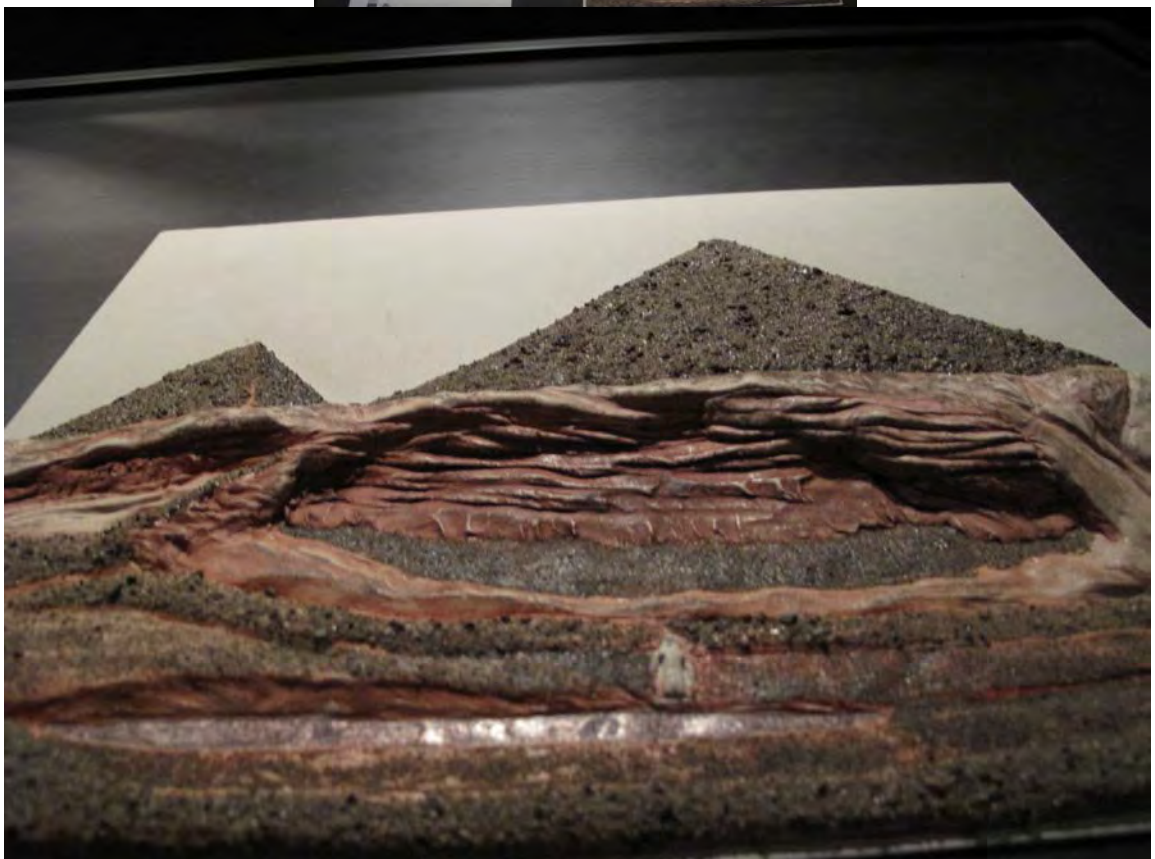
AND THE “BLIND” TOUR


Alinari
National Museum
of Photography
Tactile itinerary
of the blind
Catalogue
REGIONE
TOSCANA
MUSEO
ALINARI
FOTO
GRAFIA
MNAF

AFIA

5 Luigi Caldesi
Testa di cavallo, 1861

Fotografia della testa di uno dei cavalli del «carro di Selene», uno dei frammenti del fregio del frontone del Partenone di Atene conservati presso il British Museum di Londra. L'autore, Luigi Caldesi con i suoi fotografi di origini fiorentine stabiliti a Londra, è dedito alla fotografia di riproduzione di oggetti d'arte.
Si tratta di una stampa all'albumina in cui la scultura in marmo risulta perfettamente leggibile e molto plastica. Essa è ritratta nella propria collocazione museale, poggiata su una base anch'essa di marmo. Il profilo diagonale della testa del cavallo si presenta con la criniera a sinistra e il muso con la bocca aperta a destra. Nella parte alta del muso sono riconoscibili l'orecchio spezzato e incavato e, scendendo verso il muso, l'occhio in ahoilievo.



Blind: close-up video

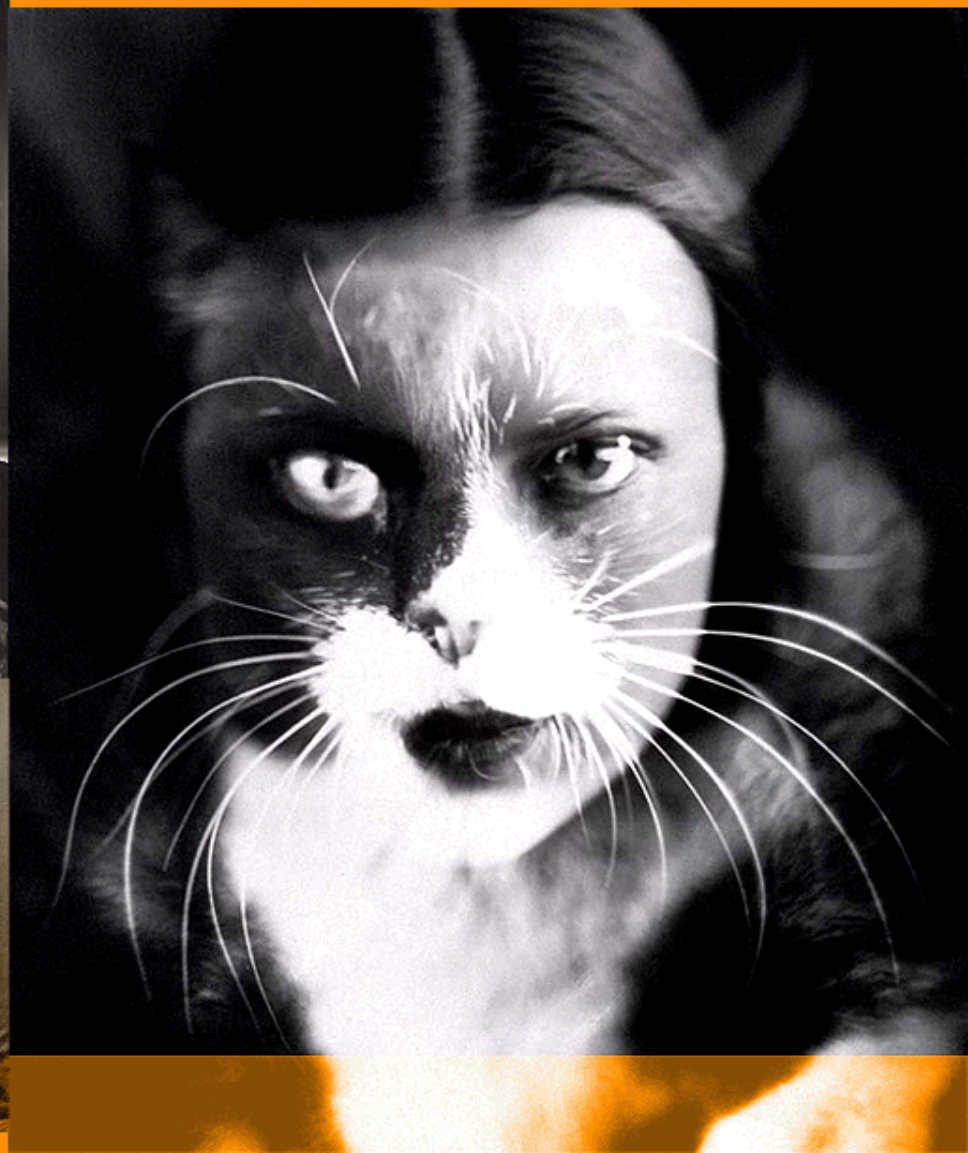
Blind: touch & feel…

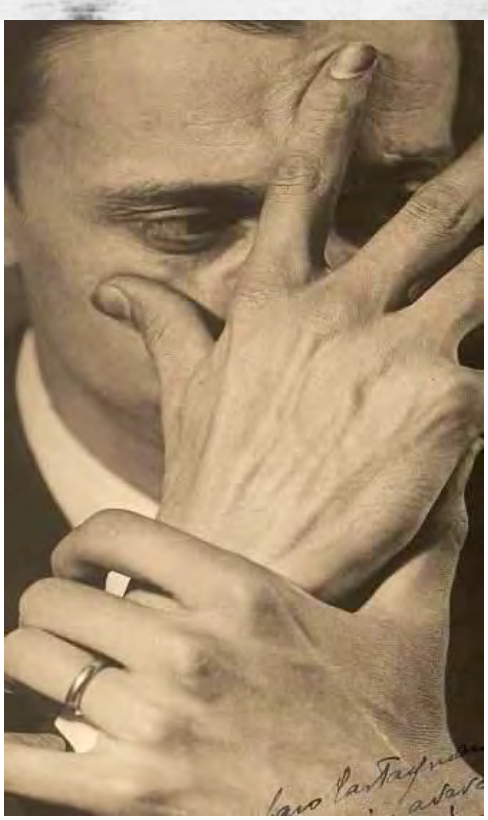
“CONTENT IS THE KING”!

“Great content from Antalya”

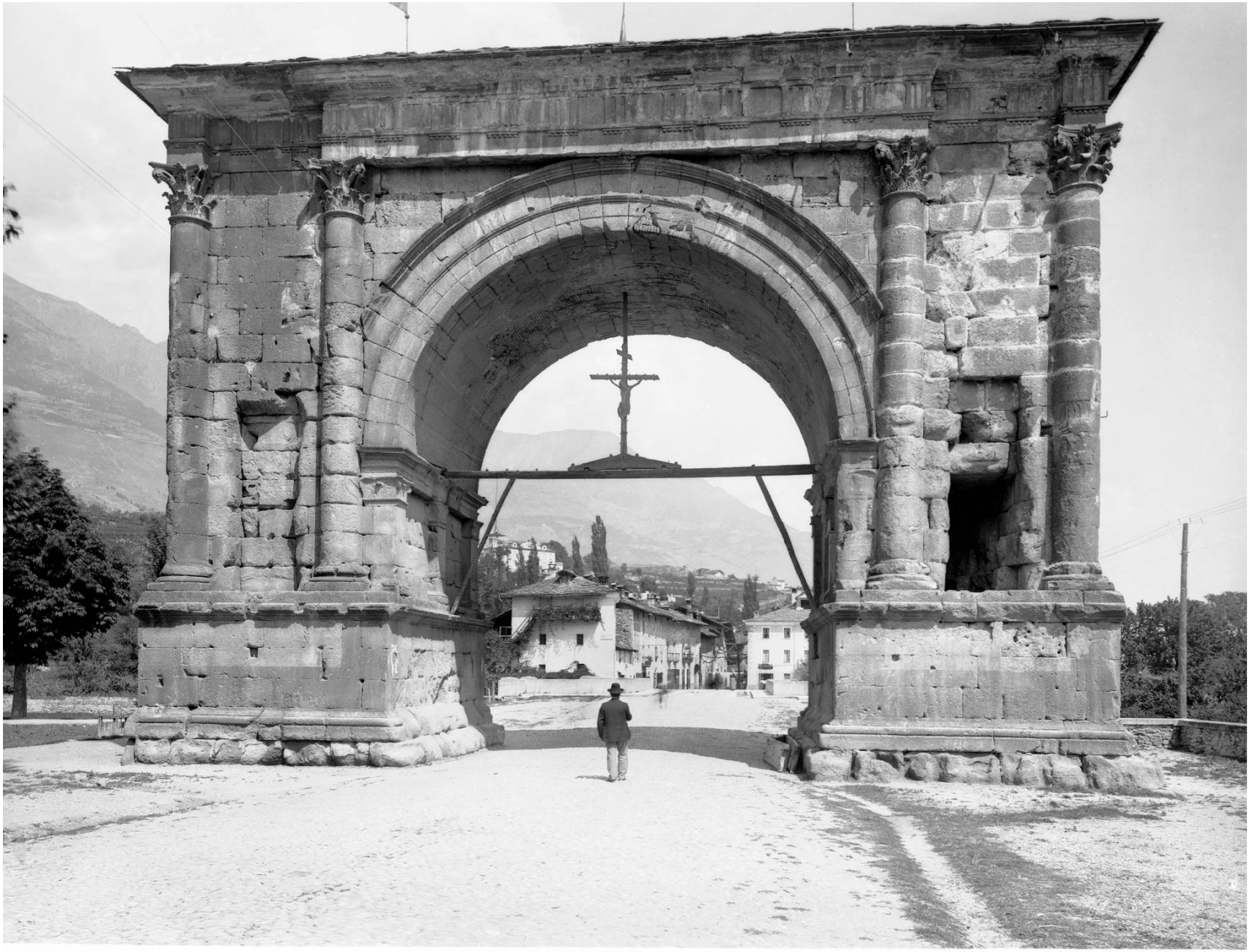
Alinari On Line

ALINARI





(Ed.ne Alinari) N.° 21879. VETULONIA — *Toscana.* Veduta degli scavi.



(Ed.re Alinari) P.e I.a N.o 15806. AOSTA - *Piemonte.* L'Arco d'Augusto.

Q&A?

Alinari's Current Activities:

- Today the name of Alinari guarantees a century of experience in the field of fine art photography and the usage of state of the art technology.

- Use of state of art technology such as:
  1. Image Visual retrieval
  2. Image quality detection
  3. Automatic image tagging
  4. Highly automated digitization workflow

Alinari R&D Focus

Alinari is interested in the following research areas:

1. Indexing/multilingual databases
2. Content enrichment
3. Preservation, restoration, image enhancement
4. 2D→3D photo conversion
5. Virtual reality, 360 images, photo activities
6. Commercial and educational proof of concept
7. IPR, watermarking, content protection
8. Smart cities, tourism, gps and geo tagging
9. Visual retrieval, intelligent search

Alinari EU contribution

Alinari involvement on EU projects:

1. Content enrichment
2. Indexing, metadata harvesting
3. Distributed multilingual databases
4. Beta testing, end user validation activities
5. Dissemination, exploitation, proof of concept in education and commercial sector

- **Alinari business sectors:**
  1. Photographic rights licensing
  2. Publisher of fine art photographic books
  3. Photographic gadgets and other items from the Fine Art printing department
  4. Exhibitions (in house and travelling)
  5. Museum of Photography with special tour dedicated to “blind” visitors
  6. Photographic campaigns
  7. Restoration/preservation workshops
  8. R&D projects
  9. International cooperation/strategic partnerships

- Alinari is a leader in Publishing and its Art Printworks is the only one in the world still using the artisan technique of collotype on paper and on silver plate from photographic images.

Photographic Image Licensing

Alinari main business has always been the licensing
of the photographic content

Alinari today is under strong renovation focusing on
establishing an even larger photographic repository
exceeding the **20 million images (!)** that we can already offer by
Alinari and its photographic partners including:

- **Italian Ministry of Culture, (Italy)**
- **ANSA, (Italy)**
- **Corbis, (US)**
- **De Agostini, (Italy)**
- **Bridgeman, (UK)**
- **Ullstein, (Germany)**
- **RMN-French Museum Association, (France)**
- **ONB (Austria)**
- **…. and many more (!)**

Photographic Image Licensing

The licensing is to:

- **Professional,**
- **Education,**
- **End user sectors**

Usage for:

- **Commercial use (ie. Public building decoration)**
- **Publisher**
- **Desk top printing/graphics**
- **Web designers, artistis**
- **Professors, students**
- **Historians researchers, architects**
- **Home use (to decorate your room)**

Welcome back, andrea de polo,
Click here to start the search.

Quick search

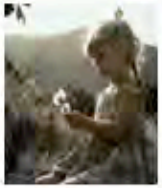
[search]

Suppliers

AISA [art]
De Agostini Picture Library [geography, art, history]
The Bridgeman Art Library [art]
The Granger Collection [art, people and world history]
TopFoto [news, history and society]
Ullstein bild [cinema, history and society]

Alinari news

Creative Images
for your 2011 new projects.



Have a look to our selection for
Books' Covers.

150 ITALIAMOBILE
APP UFFICIALE

The institutional application for smartphones realized thanks to the Alinari Archives

Appointed representative of the Ministero per i Beni e le Attività Culturali

Contents

Dossiers

Anniversaries 2013

Newsletter

Photographers

Fratelli Alinari

Managed archives

Archivio storico Leoni (Rome)
Eur (Rome)
Finsiel-Almaviva (Rome)
Franco Cosimo Panini (Modena)
Istituto Luce (Rome)

ALINARI Archives

Search

alinari

in results search

precise word

not

date of artwork century ...

from b.C. to b.C.

date of photography

from to

art black & white horizontal

photography colour vertical

Advanced search

Image ID

Part of image ID

People

Photographic technique ----------

Artists

Photographers

Events

Places

Period and style

Keywords

only creative

Tips

Images found: 58413 - Total pages: 1948

order by default

Images per page: 15 **30** 60 90

select all

« « [page **1** 2 3 4 5 6 7 8 9 10] » »

dossier

Still life - NEW

dossier

Italian taste

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Angels in Fine Arts

dossier

Sport in Photography

dossier

Dance

ALINARI Archives

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Project

Publishing date
23/11/2013

Send invoice to (•) Client ( ) Agent

Name: andrea de polo

Company: aaaa

E-mail: andrea@alinari.it

Alinari's researcher
Seleziona

Notes

List of selected images

Image	Details	Formats (jpeg)	
	Image ID: SEA-S-LI1994-0007 **Size (px):** 3741 X 4724 **Size (cm at 300 dpi):** 31 X 39 **Size (MB):** 15.21 **Previous download:** N.A.	High resolution: ☑ uncompressed ☐ compressed 25% ☐ compressed 50%	☐ low resolution (800px)

Terms and conditions

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Le immagini sono protette con watermarking invisibile.

☐ I agree

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- For any non editorial usage (i.e. commercial or advertisement) it is responsability of the publisher to clear additional rights: for permission to use the image contact the artist or the conservator or the copyright's holder.
- Artworks of artists living or dead less than 70 years ago are under copyright's protection: contact SIAE or the right's holder to clear permission.
- For editorial usage of pictures of people not in public context, it is responsability of the publisher to contact the right's holder for permission.

☐ I agree

Add to lightbox

Image ID SEA-S-LI1994-0007

Artist: Baratta Giovanni Battista (1670-1747)

Title: Angel with the Slaves, detail of Altar of SS. Sacramento, marble, Giovanni Isidoro Baratta (1670-1747), Church of San Ferdinando, Livorno

Date of artwork: 1710-1717 ca.

Period and style: Neoclassicism

Location: Livorno, Church of S. Ferdinando

Keywords: Altar - Angel - Slave - Chain

Photographer: Tatge, George for Alinari

Date of photography: 1994

Place of photography: Livorno, Church of S. Ferdinando

Credit: Seat Archive/Alinari Archives

WARNING: Permission must be required for non editorial use. Please contact Alinari Archives

Image sizes (pixel): 3741 X 4724

Image sizes (cm at 300 dpi): 31 X 39

Image sizes (MB): 15.21

Color space: RGB

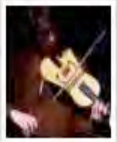
www.alinariarchives.it/internal/selezioni.aspx

Picture imaging photo gallery Fratelli Alinari | .:: Alinari Selezioni ::.

ALINARI Archives

[ita | eng] Logout Search [new | previous] User area Requests Focus on Contact

- Managed archives
- Photographers
- Anniversaries
- Newsletter
- Selections
- Dossiers
- Locations and museums
- Fratelli Alinari
- Alinari Living Pictures

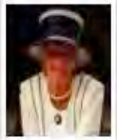

Brisighella - Medieval Festival

Cormons: Maximilian I commemoration

Ski

Sassari's Candle Holders

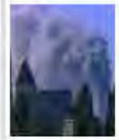
Beryl Markham


Diana Spencer

Statue of Liberty

Joseph Pulitzer

RAI images


USA Terrorism

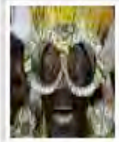
Venice: Historical Regatta

Umberto Eco

Irpinia earthquake

II World War - Italy

La Dolce Vita - 1960


Sudafrica - Aspettando i Mondiali 2010

Prime ministers UK

Q&A?

FIRST OFFER FOR YOU (!)

- Alinari is offering to you, the opportunity to have your photographic content represented, promoted and sell through the Alinari Archive portal using the state of the art e-commerce solution by Alinari and our fast HP fiber channel server and fiber optic speedy connection.

Be part of a great photo agencies network!!!

- You save money on:

1. storage and maintenance
2. web marketing/SEO
3. building your own web server system

SECOND OFFER (!):
Learn from us, share ideas and goals!

- Learn from our unique experience in the “blind” projects!
- Let’s join new R&D projects, in Turkey and through EU funding (ie. Horizon2020 Reflective 6 on CH)

What we need in Turkey today in the cultural heritage sector?

- a clear
-focused
-economically driven
-harmonized workflow
-consistent
-reliable

“Digitization process”

This is what we really need!

(Europeana example)
http://www.europeana.eu/portal/

WE ARE HERE TO HELP YOU!

- WE LOOK FOR COOPERATION
- WE LOOK FOR PARTNERSHIP
- <u>WE WANT TO EXCHANGE PHOTOGRAPHIC EXHIBITION WITH YOUR INSTITUTIONS!</u>

→My role(!)←

- TRAINING,
- DIGITIZATION,
- FACILITATOR,
- METADATA HARVESTING,
- JOIN PROJECTS
- CONSULTATION/BEST PRACTICES
- CONTENT LICENSING THROUGH ALINARI

Where we are today?
Alinari status vs TURKISH reality

Educational thinking for the participants:

- motivation,
- training,
- new ways to approach cultural heritage world,
- think different and being proactive!

Main message:

“Be Hungry. Be Foolish.”

(Steve Jobs, Apple Computer)

Q&A?

Digitization best practice practical workshop

- content selection,
- digitization best practice,
- image enhancement,
- indexing/metadata enrichment,
- overall quality control,
- save our memory and preservation issues,
- online delivery/e-commerce opportunity,
- social network and sharing (Flickr, YouTube, Linkedin, FaceBook, Pinterest, Twitter)

Workflow involves reliable
best practices covering the following critical activities:

1. Project planning
2.Timing
3. budget
4. Content selection
5. Metadata/indexing
6. Digitization
7. Restoration/image optimization
8. Long term storage
9. Online ecommerce/content sharing

Digitization Process:
Questions to clarify with your team:

- In-house production / outsourcing

- Hardware: Scanners

- Digitization parameters

Scanning approach:

- evaluate condition of negative
- clean glass side of negative (never use cleaning product!)
- scan the image…
- save image according to naming protocol.
- image enhancement (histogram adjustment, dust and scratch cleaning, objective color correction).

IMPORTANT TO PRESERVE HISTORICAL INFORMATION AND DATA VALUE!

Scanning steps

- ● Select appropriate area (must be always clean, dust free).
- ● Walls and ceiling should be 18% gray color (best without window). Use tungsten light (5000 degree Calvin temperature)

1. Select (try same size)
2. Scan
3. Save with picture ID number
4. Share with colleagues for image processing (enhancement and indexing)

Processing time

- 1/10 second to take a photo @ F/11 lens aperture
- 350mb raw file Adobe RGB ‘98
- 5 minutes for image enhancement
- 10-20 minutes indexing

TOTAL 400 IMAGES/DAY

Detailed Process:

1. Choose box and place on work space.

1.1. Create a folder for the box following naming standards. (ie. 023_kor) and in numerical sequence.

1.2. Scan box lid (see below for detailed description of scanning process)

1.3. Rotate the scan to the appropriate orientation and save box lid scan following naming standards.
(ie. 023-kor.tif).

1.4. Automatic Re-size: in photoshop with the relevant file open, press F5 (or click on "internet01" in
the Actions menu to the right). This will automatically re-size the scan for fast viewing and will
save it in the folder "foto_internet"

Detailed Process:

2. Cleaning and preparing Negatives
*please wear gloves during this process because the oils on your fingers will mark the negatives.
* The emulsion on the negatives is very delicate and will flake-off if touched or rubbed. Try never
to slide the emulsion-side of the negative against anything else.
2.1 Choose a negative from the top of the open box.
2.2 Remove the negative carefully from the enclosure.
2.3 Place negative, emulsion-side down, on the viewing box.
2.4 *never touch the emulsion side of the negative.

LONG TERM LONGEVITY:

- CD/DVD COPY
- ORIGINAL FIBER CHANNEL ARRAY HD
- COLD STORAGE (7 DEGREE)
- QUALITY VERIFICATION EVERY 3-5 YEARS
- BEST DVD-R GOLD PLATED
- DUPLICATION EVERY 5 YEARS
- USE TIFF, JPEG, CIELAB (NO RAW!)

Keyes for success:

1. Have always a plan “B”

2. Consider risks & threats

3. Watch what others are doing

4. Follow the standards!

5. Promoter yourself worldwide (conferences, social networks...)

“Save Our Memory”

The proper investment today
for long term content usage

-*interoperability-*
-compatibility-
-standards-
-open source-

content selection

DIGITIZATION

Mamiya leaf

iXR Camera System

For the Archiving
and
Art Reproduction
markets

Leaf DCB – the first medium format digital back

About Mamiya Leaf

1992	Leaf DCB	First digital camera back (3-shot)
1994	Leaf Catchlight	First Digital back (1-shot)
1996	Leaf DCBII LIVE	First Live View
2000	Leaf C-Most	First Medium Format CMOS
2002	Leaf Valeo	First Portable back
2005	Leaf Aptus	First DB with 6x7cm Touch-Screen
2006	Leaf Aptus S	Firewire 800
2008	Leaf Aptus-II and AFi	Internal CCD rotation & tilt LCD
2010	Leaf Aptus-II 8, 10R	
2010	Leaf Aptus-II 12 & 12R	First 80MP Back!
2012	Leaf Credo	New generation

iXR for Archiving

Main benefits

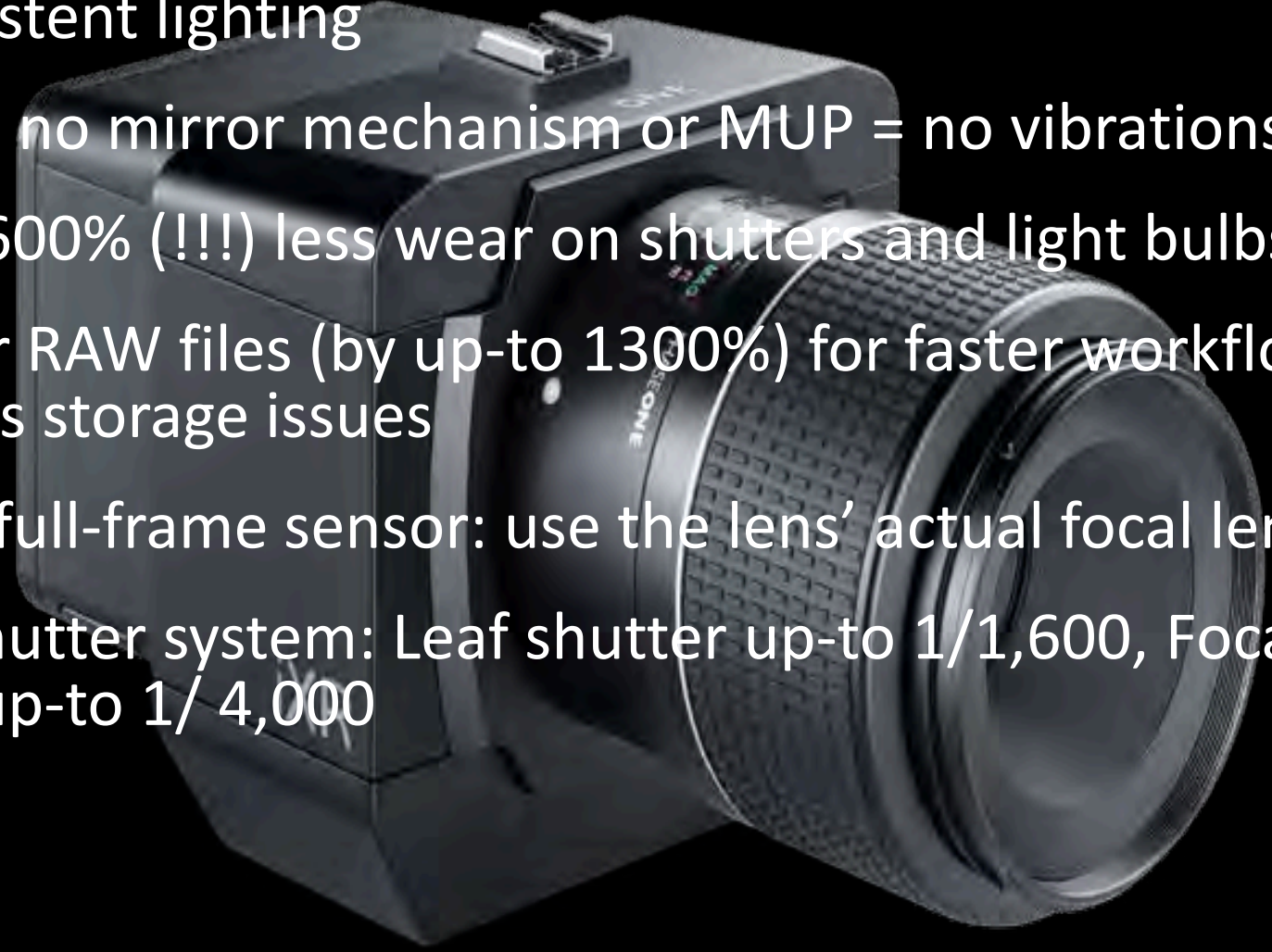
- Simple and robust, built to last
- Higher resolution (1-shot) than any other imaging system
- Fast capture rate and workflow: typically 3500-4000 A2 images/ day
- Renown Leaf image quality

Simple, robust and durable

- Built as a brick and made to last
- Very few moving parts:
  - No mirror mechanism
  - No dials or buttons that can break
- Secure lens attachment, lens can be replaced with one hand
- Remote control from Capture One: No need to reach for the camera to change settings or to focus

Vs other MF cameras and Multi-shot

- Competitor's nearest 1-shot product is only 60MP
- iXR has no issues related to unstable floors or inconsistent lighting
- iXR has no mirror mechanism or MUP = no vibrations
- Up-to 600% (!!!) less wear on shutters and light bulbs
- Smaller RAW files (by up-to 1300%) for faster workflow and less storage issues
- Larger full-frame sensor: use the lens' actual focal length
- Dual shutter system: Leaf shutter up-to 1/1,600, Focal Plane up-to 1/ 4,000



iXR for Fine Art Reproduction

Main benefits

- Excellent and versatile lens options from Schneider Kreuznach and Mamiya
- Dual shutter system
- Intuitive workflow
- Perfect for paintings, reflective and negative applications

Additional benefits

- Full integration of lens-body-back-software
- Remote focus control
- Recorded capture settings (EXIF)
- Small footprint
- Fast shutter speeds of up-to **1/ 4,000**
- Fast lenses with apertures as large as f2.8 for accurate focusing
- USB2.0/3.0 and FW 800 connectivity

Leaf Image Quality

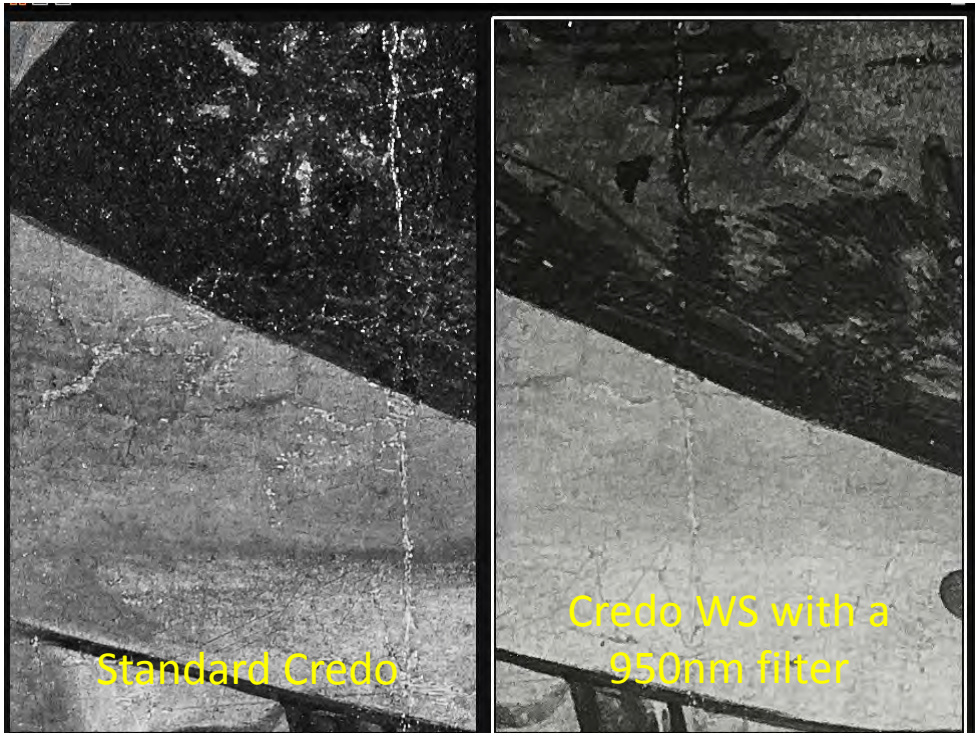
- 80, 60 & 40MP Dalsa sensors
- 12.5 f-stops Dynamic Range and low base iso produce noise-free images
- Capture One superior processing engine for best detail and color
- Vibration-free capture contributes to high level of sharpness and contrast
- High quality AF lenses from Schneider-Kreuznach and Mamiya

© Alinari Archives

Extended capabilities
Credo WS

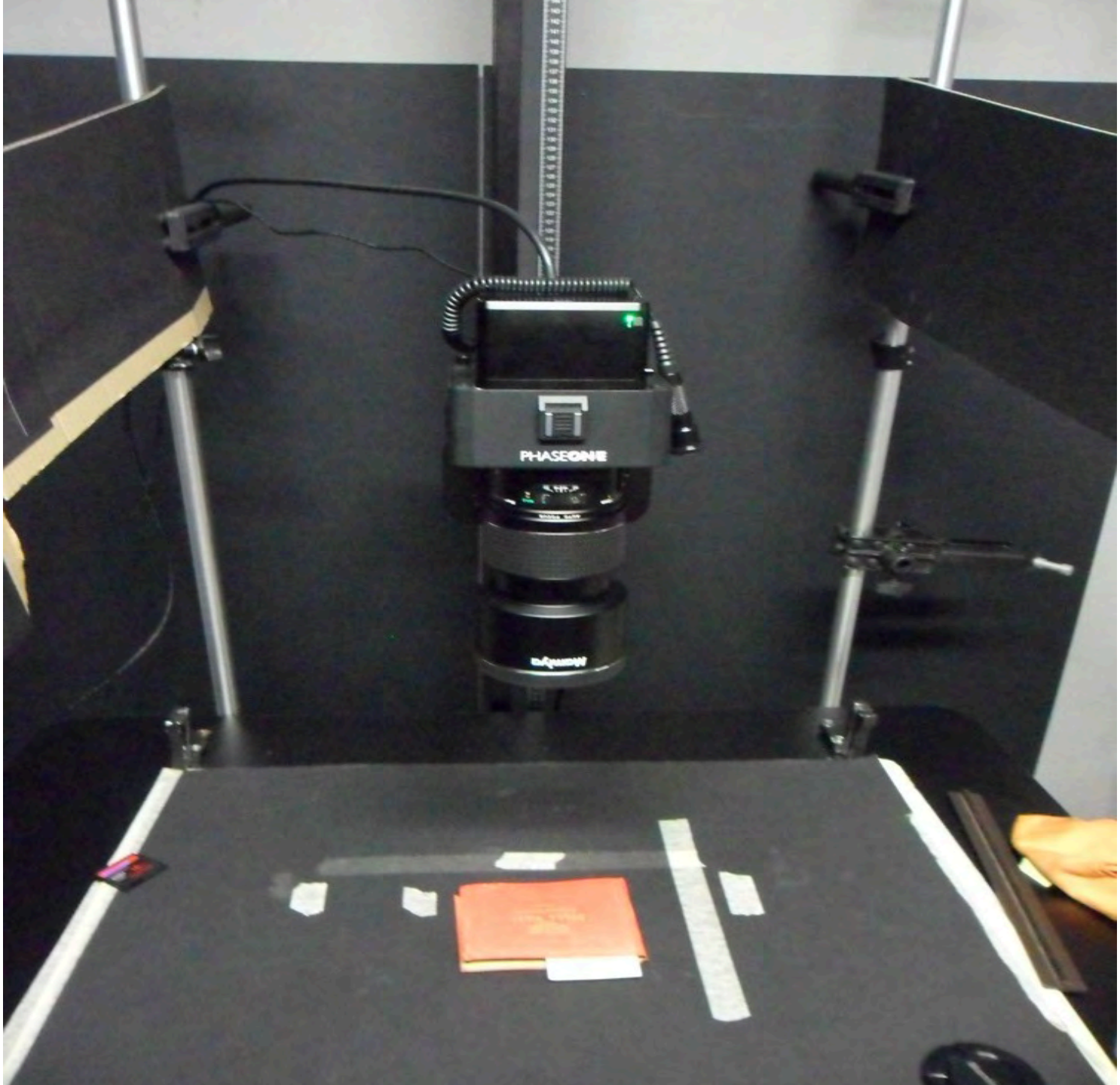
The Wide Spectrum Credo 80 and Credo 60 combine extraordinary image quality and high resolution sensors with the ability to record near IR and IR light when used with IR pass filters, revealing hidden layers in paintings and enabling analysis and accurate restoration of the world's greatest masterpieces.

A standard IR-cut filter can be used in front of the lens making the Credo WS into a multi-purpose solution that can capture visible light and / or IR.



Ardon Bar Hama

PHASEONE
POMPEI


PHASEONE

Nikon

GO FOR QUALITY!!!

LEAF SENSOR
12 STOPS TOLERANCE
16 BIT SHOOT

NIKON D800 SENSOR
12 BIT SHOOT
NOISE, LOOSE DETAILS

BC100 Book Capture System

SBF BC100 OFFER FOR BOOKS

DIGITAL TRANSITIONS®
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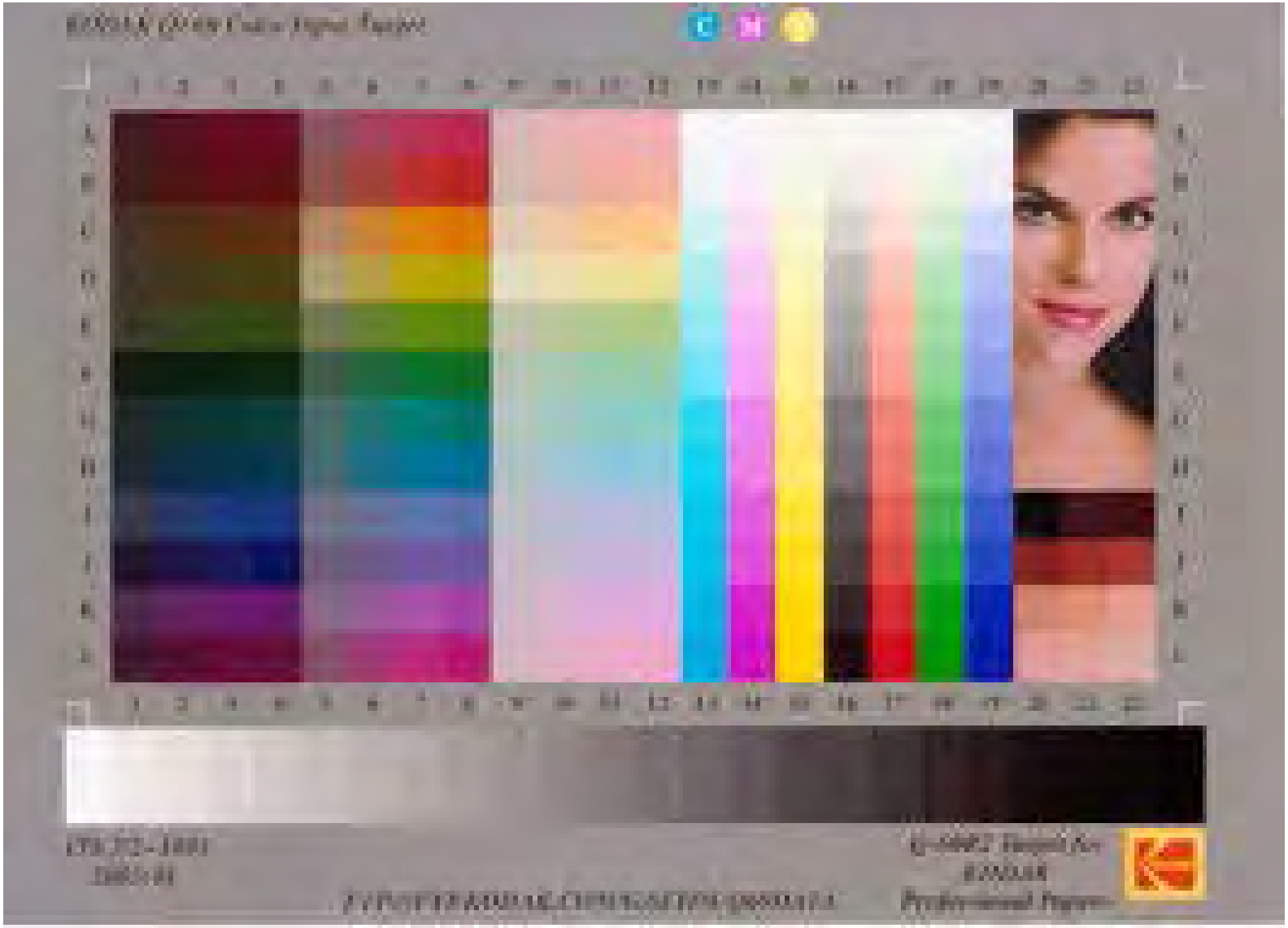
1.877.F/ORTLESS (367-8537) • WWW.DIGITALTRANSITIONS.COM • INFO@DIGITALTRANSITIONS.COM

BC100 shown with two DT RCam Reprographic Cameras using 40 megapixel high resolution digital backs.

Digitization best practice

- YOU MUST CALIBRATE YOUR INPUT (SCANNER AND DIGITAL CAMERA BACK) MONTHLY, - WHITE POINT (!)AND YOUR OUTPUT (MONITOR)
- USE STEP TABLET CALIBRATION CHART (TARGET IT-8)
- USE COLOR SYNC PROFILE (BEST ADOBE RGB’98 OR CIELAB). NO sRGB!



PatchTool
File Edit Tools Window Help
Open file
Export...
Clear log

NOT COLORFUL,
BUT FULL OF COLORS.
MONITORS FOR ENTRY LEVEL TO PROFESSIONAL CREATORS.

ColorEdge

EIZO

EIZO Monitors: the professional solution for your needs!

The CG246 delivers outstanding color and performance for professionals who work with still or moving pictures. It has a wide color gamut, built-in calibration sensor.

EIZO ColorEdge

CS230
16:9

CG246, CX240
16:10

CG276, CX270
16:9

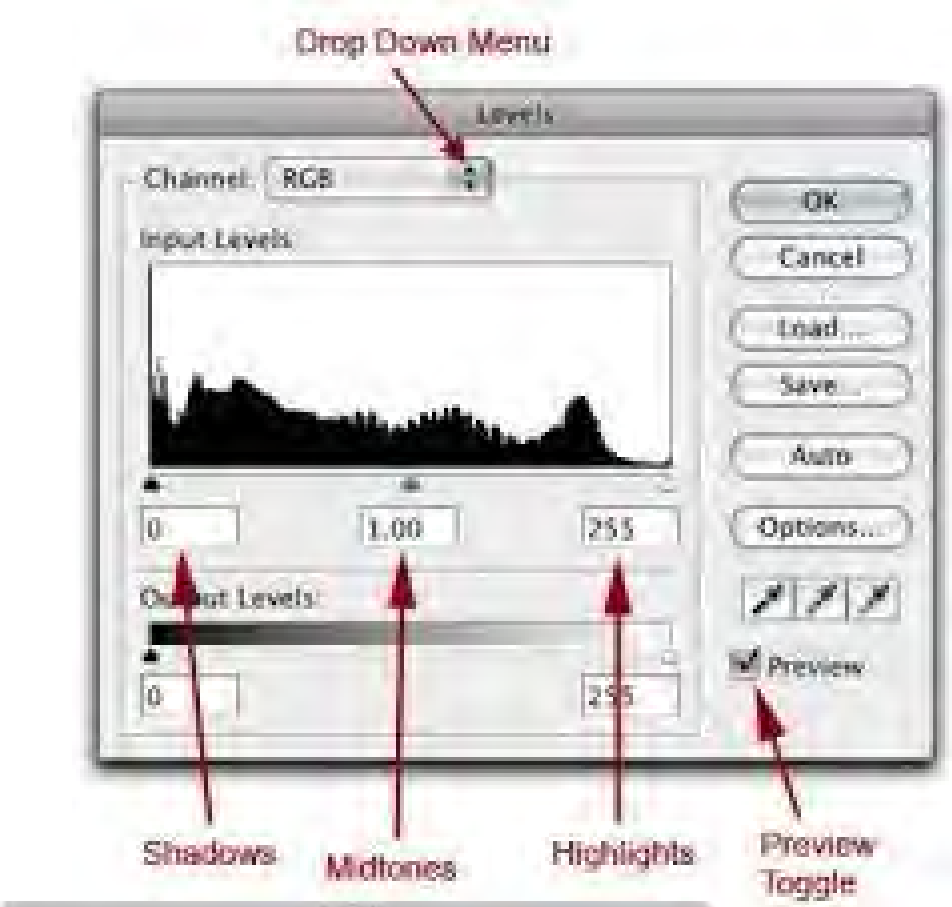
New & Improved

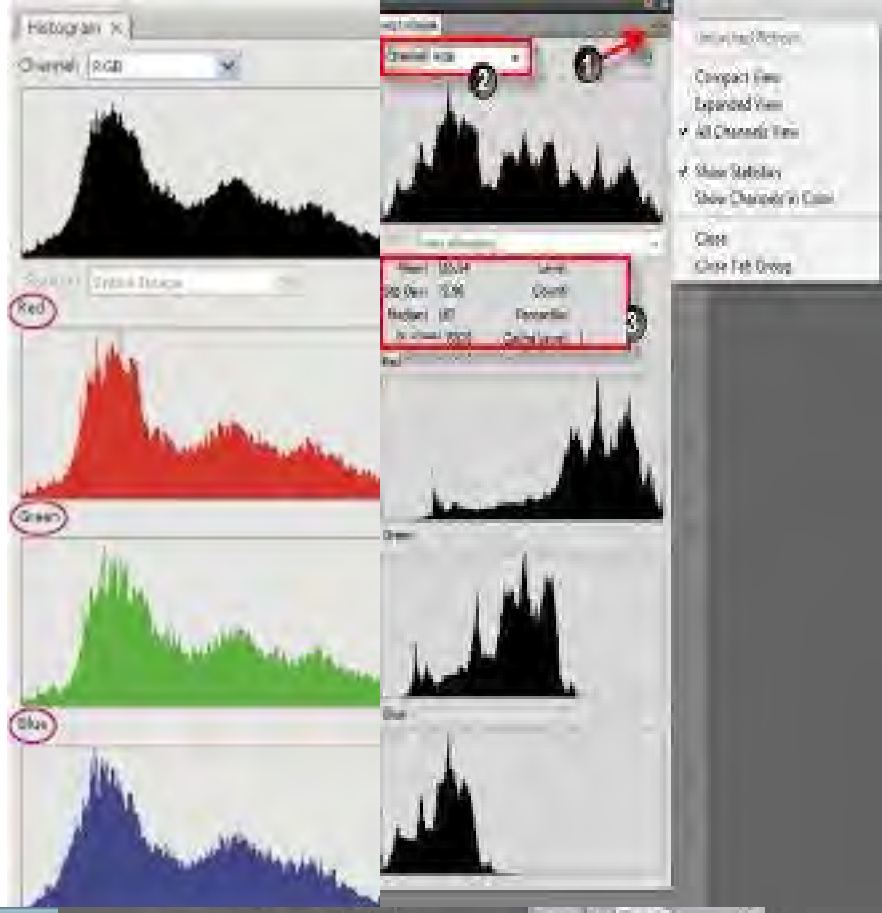
- First LED backlit graphics monitors, CG246, CX240, CS230
- Introduction of Self Correction with CX & CS
- Debut of 23”, 16:9 monitor in graphics line up: CS230
- Interfaces; HDMI and dual down USB.
- Gamut clipping
- New brightness indication
- Improved panel stability and reduced aging time
- Improved warranty conditions

Image enhancement

(restoration, optimization…)

- IN PHOTOSHOP COLOR CORRECTION MUST BE DONE BY LOOKING THE COLOR VALUE!
- DO NOT MAKE VISUAL COLOR CORRECTION!!!
- USE HISTOGRAM FOR OPTIMUM PRINTING RANGE


Drop Down Menu
Levels
Channel: RGB
Input Levels:
0
1.00
255
Output Levels:
0
255
OK
Cancel
Load...
Save...
Auto
Options...
Preview
Shadows
Midtones
Highlights
Preview Toggle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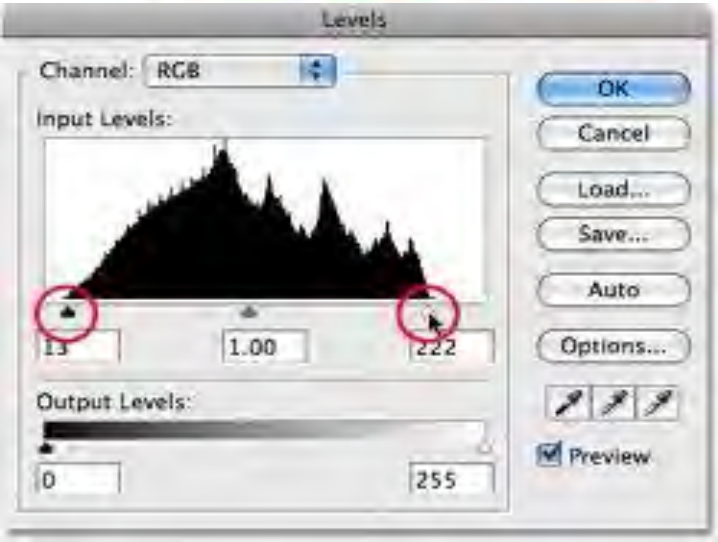
Channel: RGB
Red
Green
Blue
Compact View
Expanded View
All Channels View
Show Statistics
Show Channels in Color
Cache
Clear Fit Group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13
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222
Output Levels:
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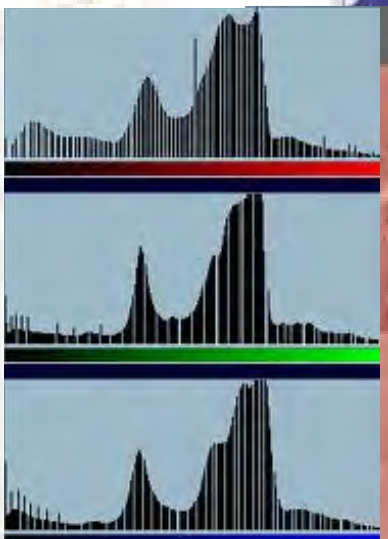
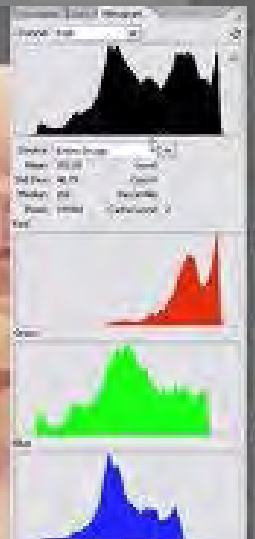
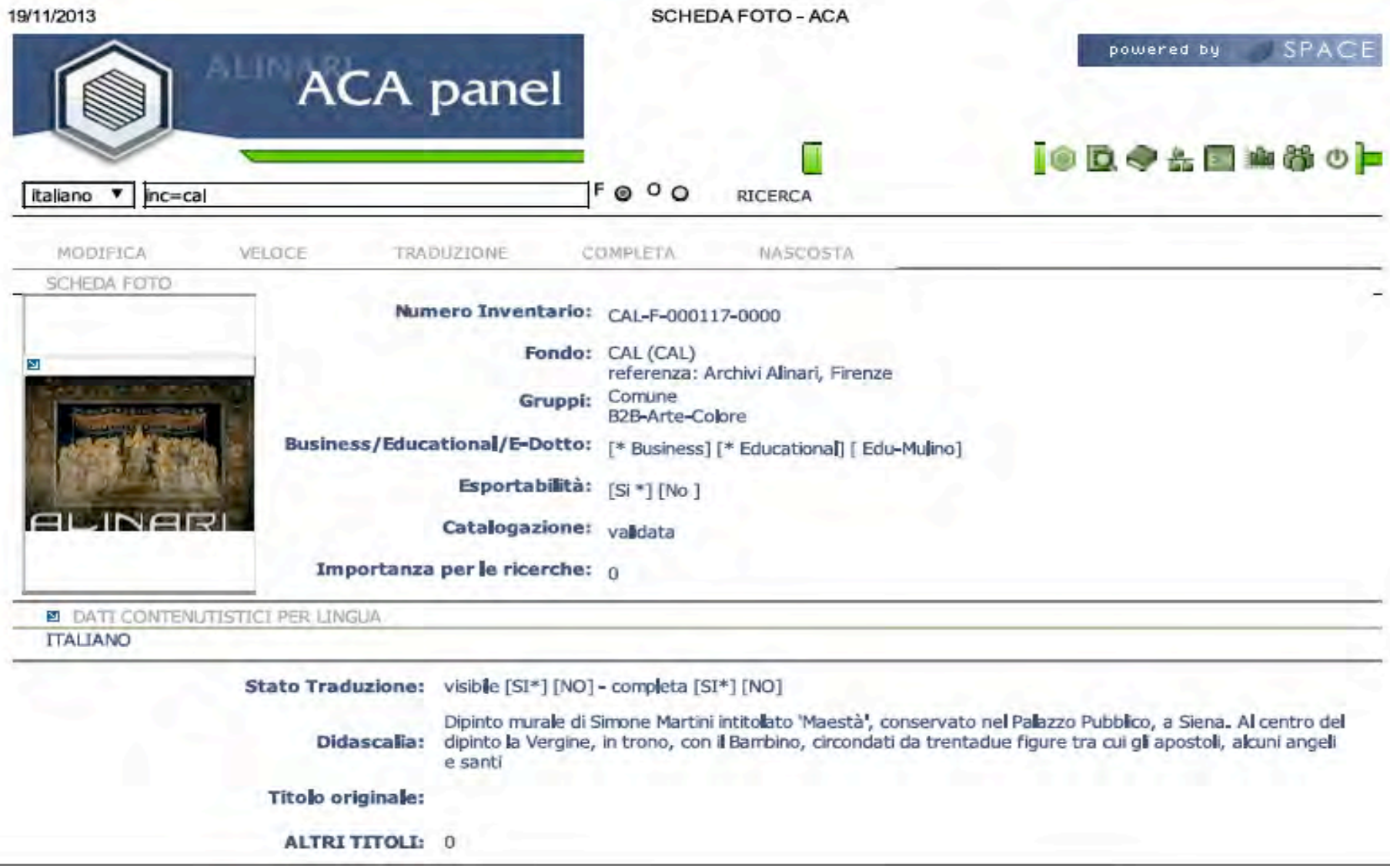
255
OK
Cancel
Load...
Save...
Auto
Options...
Preview



ORIGINAL 1956 PHOTO



Indexing/metadata



19/11/2013

SCHEDA FOTO - ACA

ACA panel

powered by SPACE

italiano | inc=cal | F | RICERCA

MODIFICA | VELOCE | TRADUZIONE | COMPLETA | NASCOSTA

SCHEDA FOTO

Numero Inventario: CAL-F-000117-0000

Fondo: CAL (CAL)
referenza: Archivi Alinari, Firenze

Gruppi: Comune
B2B-Arte-Colore

Business/Educational/E-Dotto: [* Business] [* Educational] [Edu-Mulino]

Esportabilità: [Si *] [No]

Catalogazione: validata

Importanza per le ricerche: 0

DATI CONTENUTISTICI PER LINGUA

ITALIANO

Stato Traduzione: visibile [SI*] [NO] - completa [SI*] [NO]

Didascalia: Dipinto murale di Simone Martini intitolato 'Maestà', conservato nel Palazzo Pubblico, a Siena. Al centro del dipinto la Vergine, in trono, con il Bambino, circondati da trentadue figure tra cui gli apostoli, alcuni angeli e santi

Titolo originale:

ALTRI TITOLI: 0

Indexing/metadata

19/11/2013 SCHEDA FOTO - ACA

Referenze Fotografiche Speciali:

Diritti Speciali:

Committente:

Commenti:

Keywords Libere:

Metadata:

Approfondimento:

TEDESCO

SCHEDA TECNICA

Colore: colore

Positivo/Negativo: [Positivo *] [Negativo]

Tipo Oggetto: Diapositiva su Pellicola

Tecniche: P Procedimento a Colori

Dimensioni: 20 x 25 cm

Dimensioni Duplicato Chimico:

Formato: [[ND]] [Piccolo] [Medio*] [Grande]

Stampa da Negativo Originale: [Si] [No *]

Alta Risoluzione: [Si] [No *]

Duplicato Chimico: [Si] [No *]

Orientamento: Orizzontale

Indexing/metadata

Data Scatto: 1990

Data Scatto ISO inizio: 1990/01/01

Data Scatto ISO fine: 1900/12/31

Luogo scatto: Europa/Italia/Toscana/Siena/Siena

Località raffigurata:

Parole chiave: Pittura/Opera/Dipinto murale

AUTHORITY FILES

Personaggio:

Fotografo: FotografoAppiani, Mario per Alinari

Evento:

SCHEDE OPERA COLLEGATE

Inserisci una nuova scheda Opera:

Schede inserite: Maestà, Simone Martini, Sala del Mappamondo, Palazzo Pubblico, Siena

SCHEDA FOTO - ACA

[*]Intero[]Particolare

Arredo e arredamento/Arredamento sacro/Elemento/Baldacchino
Bibbia - Nuovo Testamento/Personaggio/Gesù Cristo - Gesù Bambino
Bibbia - Nuovo Testamento/Personaggio/Maria Vergine
Bibbia - Nuovo Testamento/Personaggio/Apostolo
Bibbia - Nuovo Testamento/Figura/Angelo
Bibbia - Nuovo Testamento/Soggetto/Vita e raffigurazioni della Vergine/Madonna con Bambino e Santi
Religione cristiana/Personaggio/Santo
Oggetto/Trono

Indexing/metadata

- Remember to use always (!) indexing standards such as:

1. **IPTC Photo metadata**
2. **Dublin Core**
3. **DIG35**
4. **Mark 21**

Indexing problem? Autotag.me!!!

by imagga

can you imagine!

http://autotag.me

-state of the art-

Autotag.me technology

imagga
can you imagga!

IMAGGA.COM

SHORT **STATEMENT**

Imagga is a **cloud platform** that **helps** businesses and individuals **organize** their rapidly growing **image collections** in a **fast** and **cost-effective** way.

INDUSTRY **FACTS**

1B images are taken **every day**

6B photos shared **monthly**

0.5M **pro photgraphers** upload for **sale 1M photos every month**

2x/Y **media, design** and retail image collections **double every year**

IMAGGA **SaaS APIs**

Imagga provides **better automated organization** of images by developing a **portfolio of technologies** that analyze each image in several ways:

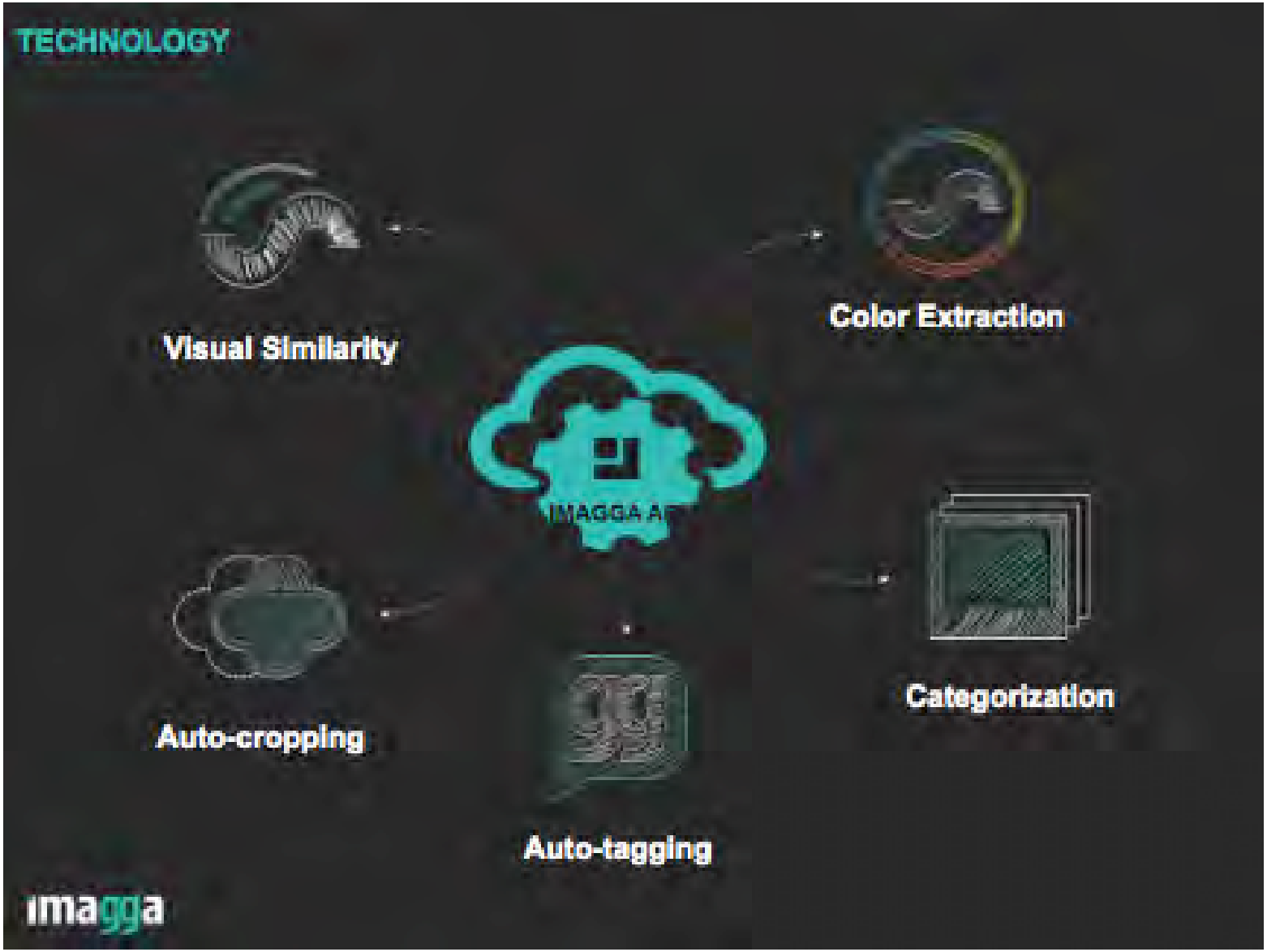
Auto Categorization API
automatically categorize images in various predefined sets

Color API
automatically extract precise color information and allow color search

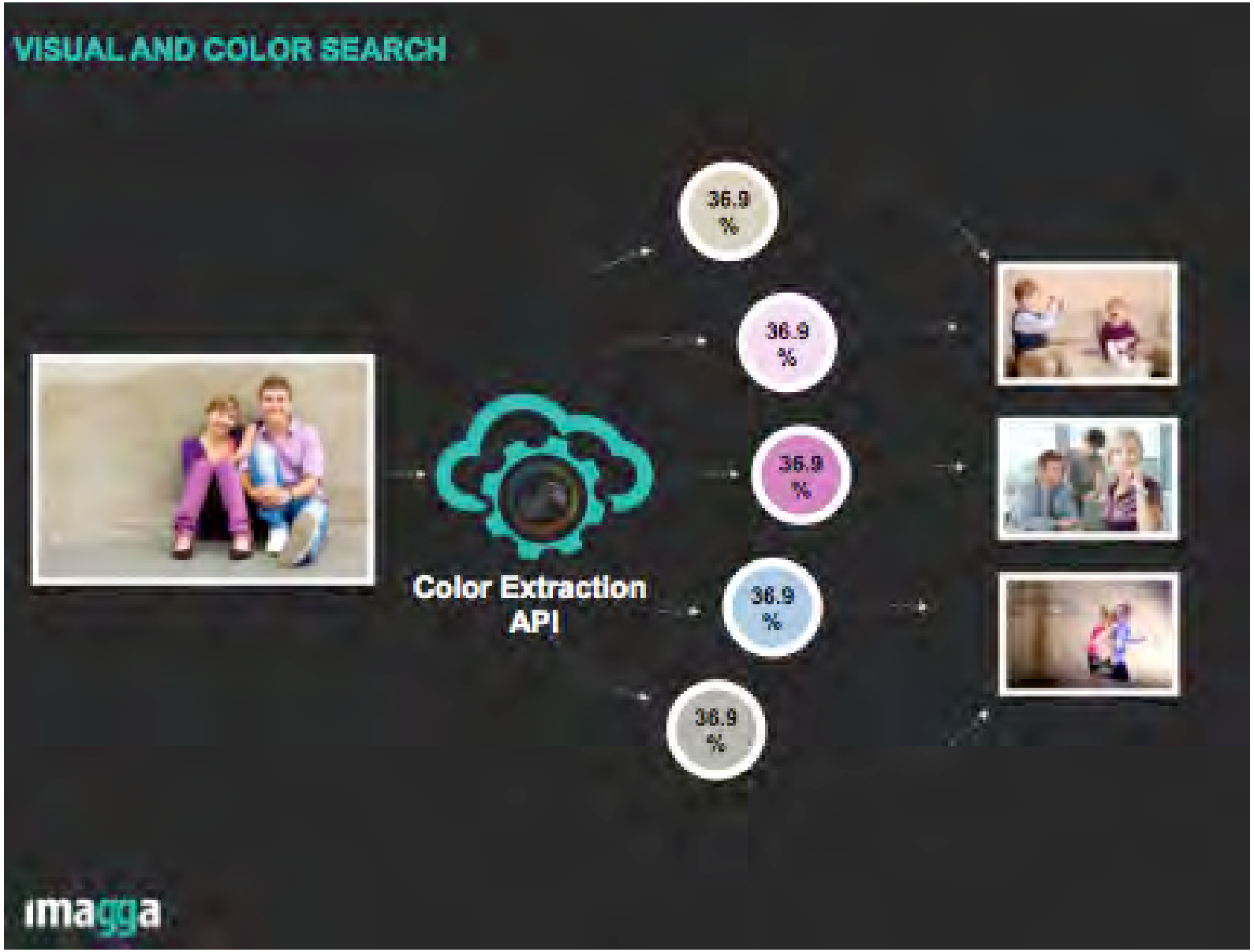
Smart Cropping API
find the most visually "interesting" area in an image and crop it accordingly

Auto Tagging API
suggest keywords that describe concepts and main objects of interest inside the image

Imagga provides better automated organization of images by developing a portfolio of technologies that analyze each image in several ways:



We can extract precise color information, and allow color search



We can automatically categorize images in various predefined sets

SMART CROPPING

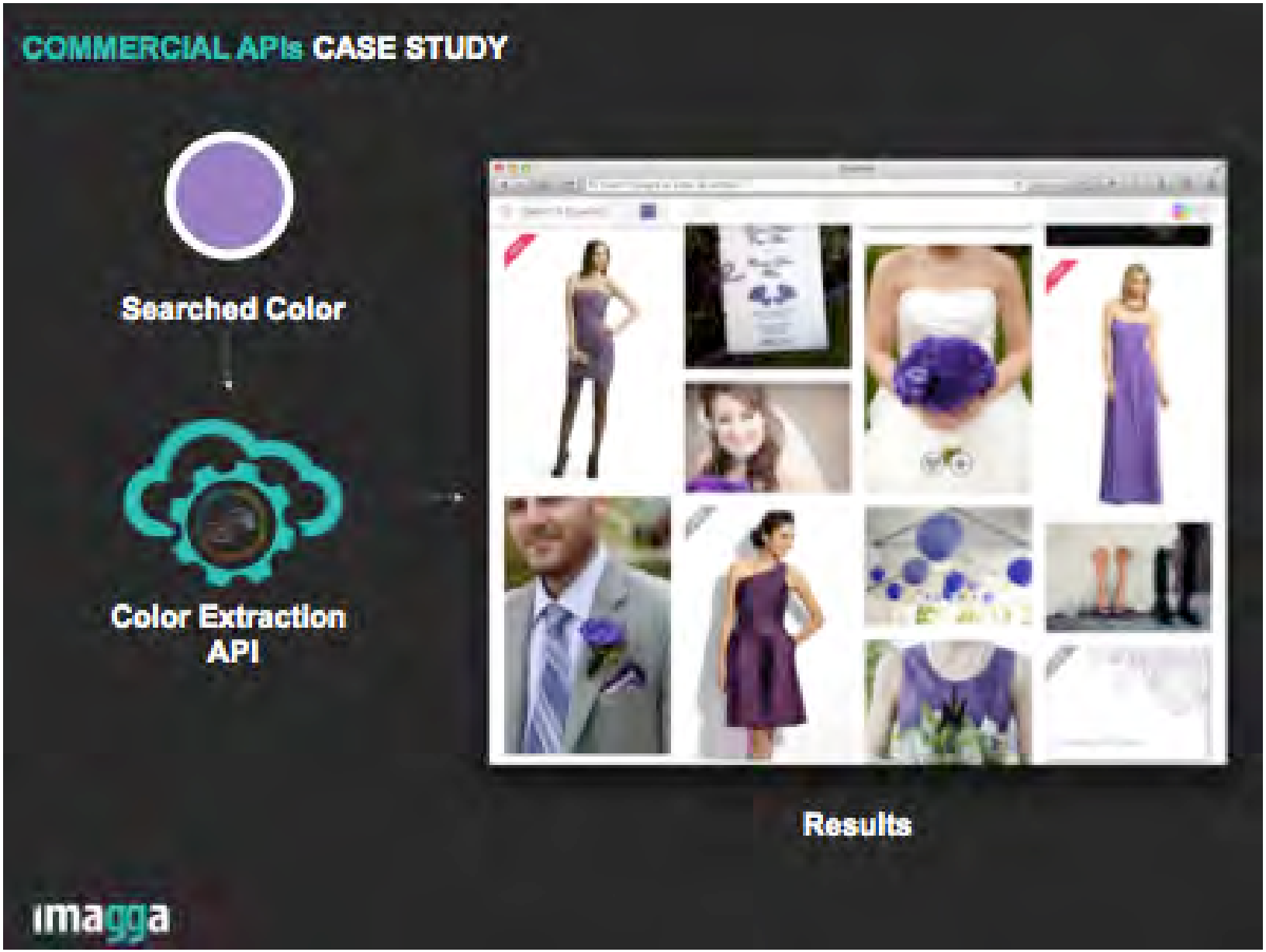
imagga

TO-TAGGING!

finally.... we make love ;-)

Auto-tagging is capable to suggest keywords that describe concepts and main objects of interest inside the image.

Imagga Color API provides easy to integrate powerful color search options for your website

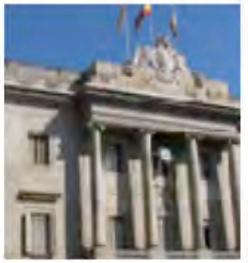


AUTOTAG.ME QUICK OVERVIEW

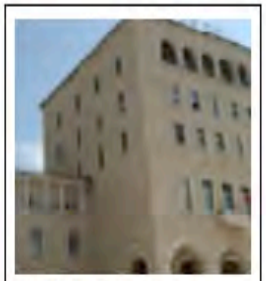
AUTOTAG.ME @ WORK

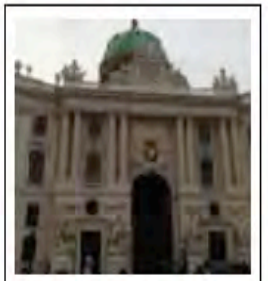
personal_demo

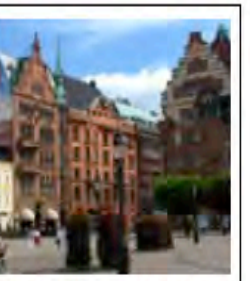
View: list Labels: city events family nature party seaside sights

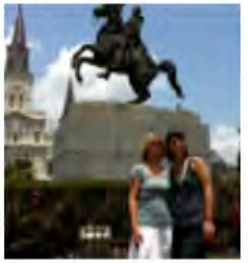

Probability: **97.5%**
Correct

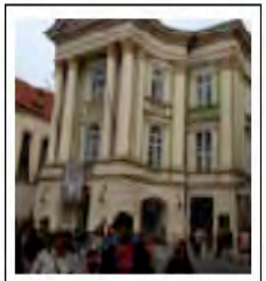
Probability: **96.9%**
Correct


Probability: **91.21%**
Correct

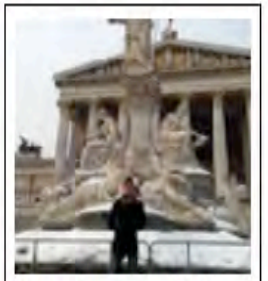

Probability: **91.14%**
Correct


Probability: **90.43%**
Correct

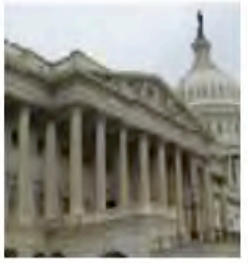

Probability: **88.94%**
Correct

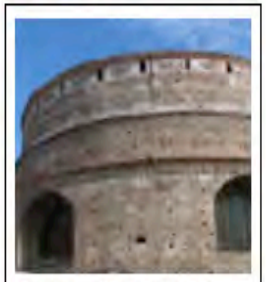

Probability: **88.79%**
Correct

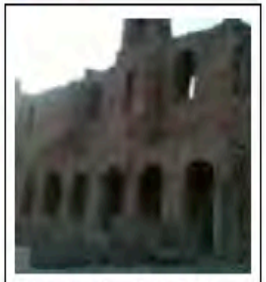
Probability: **88.66%**
Correct

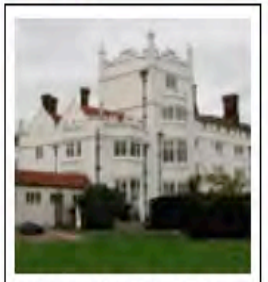

Probability: **87.61%**
Correct

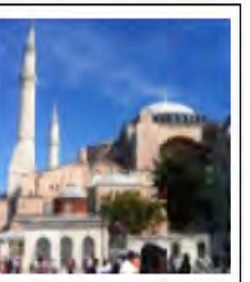
Probability: **85.45%**
Correct


Probability: **84.42%**


Probability: **80.37%**


Probability: **77.34%**


Probability: **72.18%**


Probability: **66.55%**

personal_demo

View: list Labels: all city events family nature party seaside sights

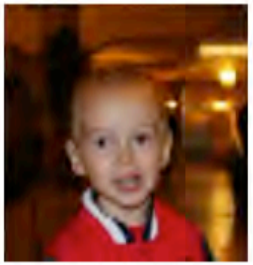
family

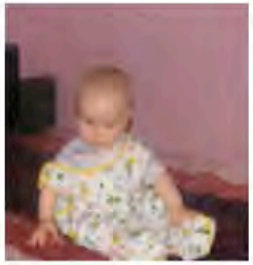
Probability: **99.38%**
Correct

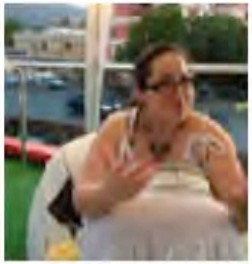
Probability: **66.59%**
Incorrect: events

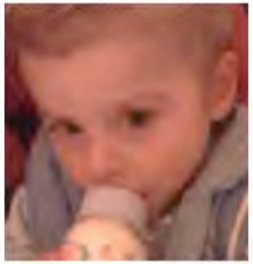
Probability: **64.92%**
Correct

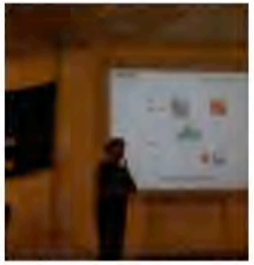
Probability: **62.81%**
Correct

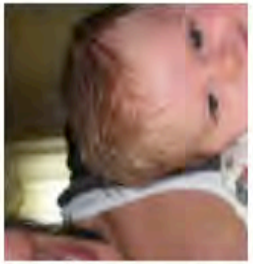

Probability: **59.02%**
Correct

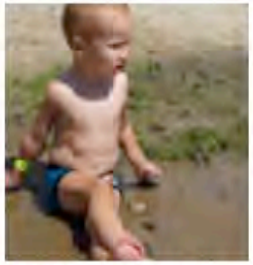

Probability: **51.45%**
Correct


Probability: **41.89%**
Incorrect: party


Probability: **41.83%**
Correct


Probability: **36.25%**
Incorrect: events


Probability: **33.23%**
Correct


Probability: **29.01%**

Preservation issues

http://www.ihs.com/products/industry-standards/org/ansi/photography/index.aspx

Preservation: cool temperature (40% RH 6-15 degree, constant temp, darkness). Follow the IPI and ANSI standards

ANSI IT2.24	EN-Photography - Materials for Direct-Positive Colour Print Cameras - Determination of ISO Speed-Revision and Redesignation of ANSI PH2.47-1984; ANSI/ISO 7187-1995
ANSI IT2.26	EN-Photography - Photographic Materials - Determination of Safelight Conditions-Revision and Redesignation of ANSI PH2.22-1998
ANSI IT2.37	EN-Photography - Print Grain Index - Assessment of Print Graininess from Color Negative Film
ANSI IT2.39	EN-Photography - Black-and-White Continuous-Tone Films - Photographic Modulation Transfer Function-Replaces ANSI PH2.39-1977
ANSI IT2.4	EN-Photography (Sensitometry) - Black-and- White Aerial Camera Films - Determination of IS0 Speed and Average Gradient-ANSI/ISO 7829-1986; ANSI/NAPM IT2.4-1987

Your online strategy for success:

1. online delivery
2. e-commerce
3. social network and sharing (Flickr, YouTube, Linkedin, FaceBook, Pinterest, Twitter)

Activities: SEO, viral marketing and web server set-up. You need a well designed web site, HTML5 savvy and fast connection. Instant e-payment is necessary!

Q&A?

(and luch time)

CONSERVATION WORKSHOPS

CONSERVATION WORKSHOPS

CONSERVATION WORKSHOPS

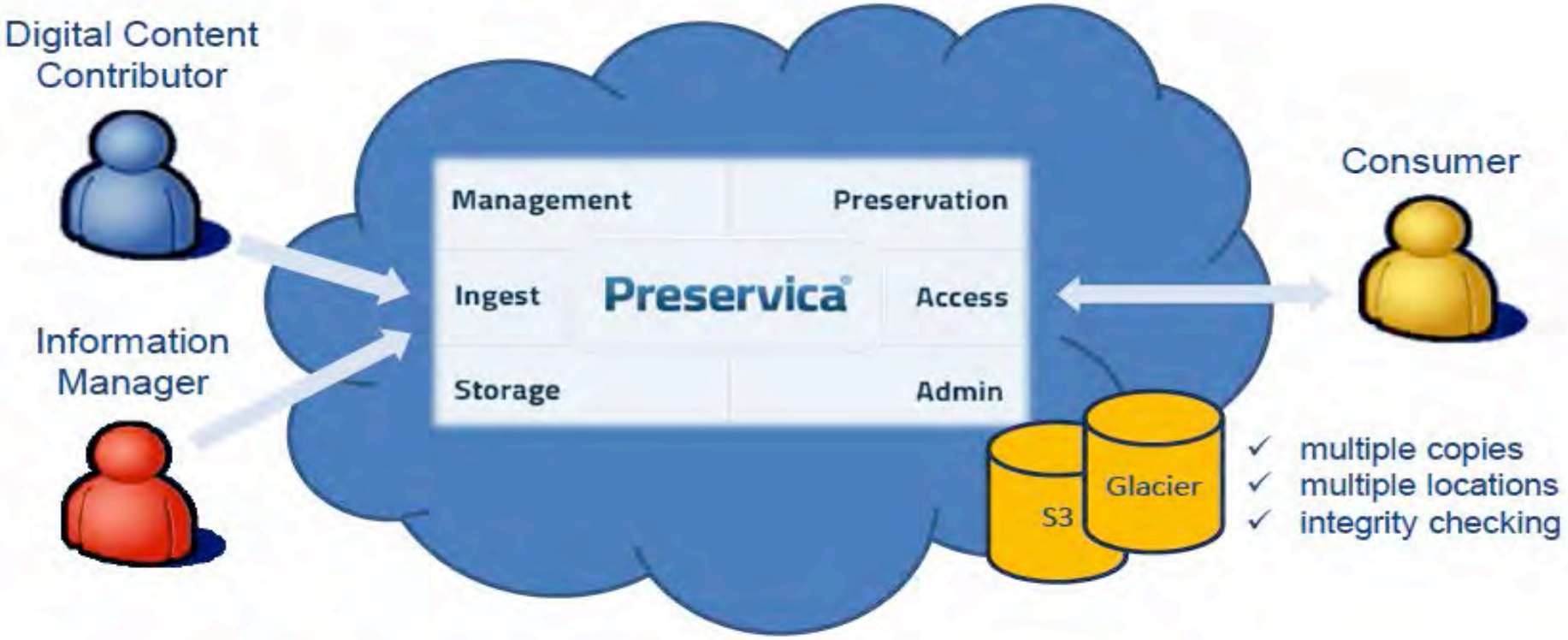
HIGH RESOLUTION MAGNIFICATION OVER 30X WITH LEICA MICROSCOPE

Preservica
Digital Preservation

Active Preservation: ensuring digital content remains accessible *and* readable into the future

Preservica
Digital Preservation

Preservica Cloud Edition

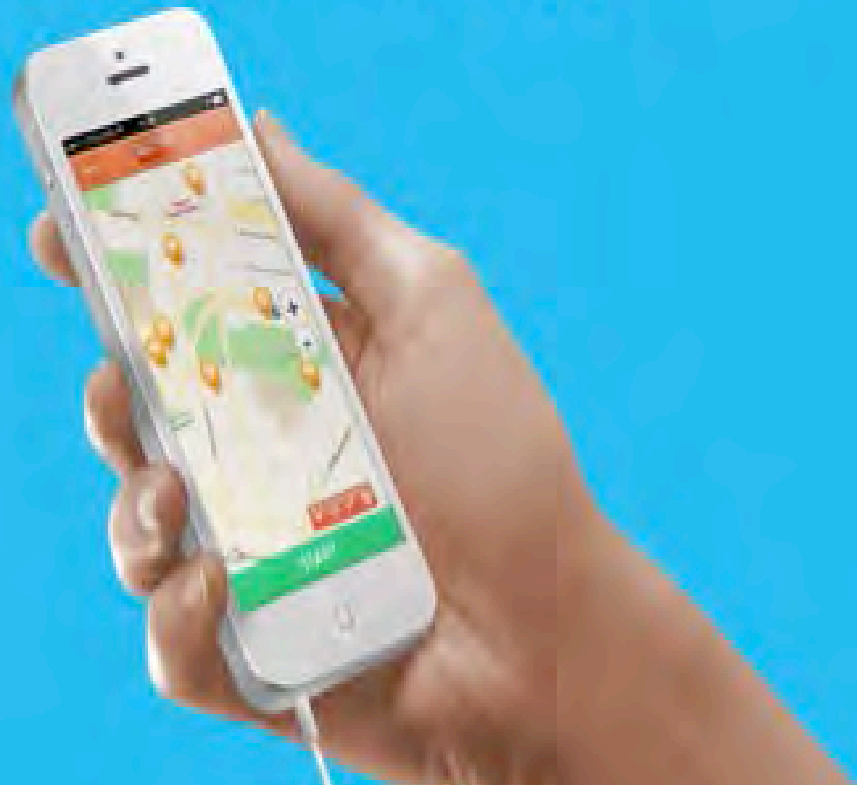


- Cloud-hosted OAIS compliant workflows – with Active Preservation
  - Includes all operations, backup, maintenance, support and upgrades
- Integrated affordable, scalable and durable Cloud storage (S3 & Glacier)
- Built on trusted, proven technology used by national and state libraries and archives

IZI.travel

Museum and city audio guides in one single mobile app

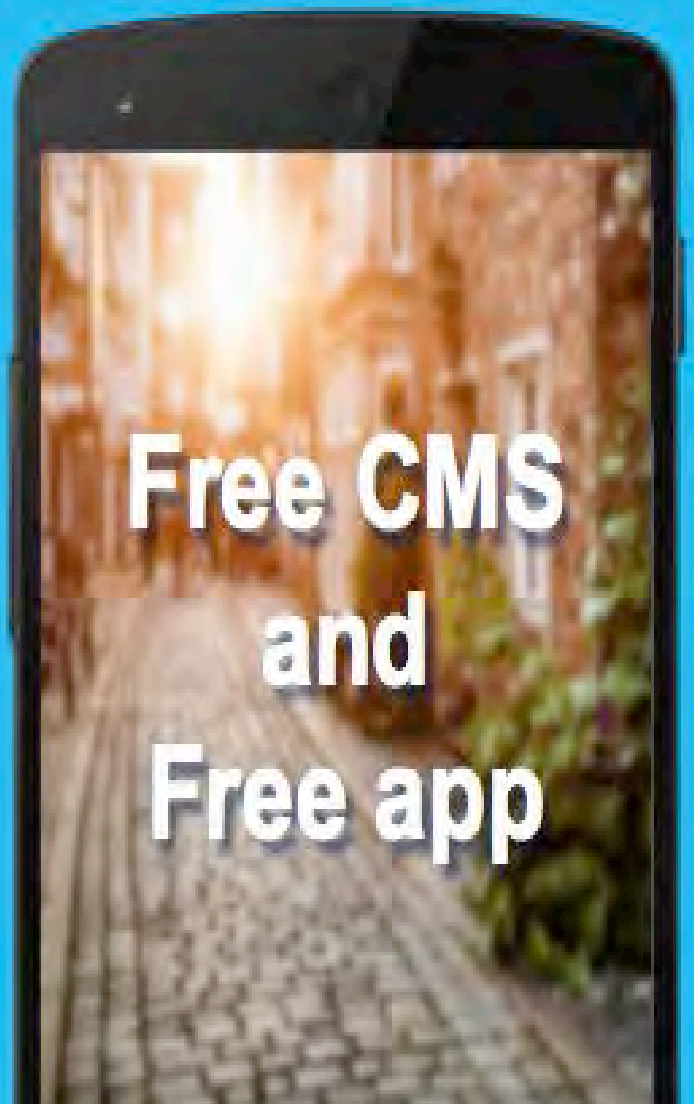
Smart cities



IZI.travel

Features:

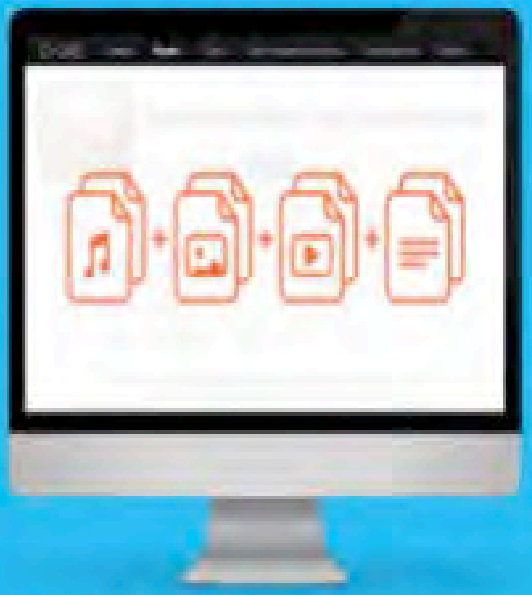
- Online/offline
- GPS autoplay
- Multilingual
- QR codes
- Sharing
- Statistics
- FREE



IZI.travel

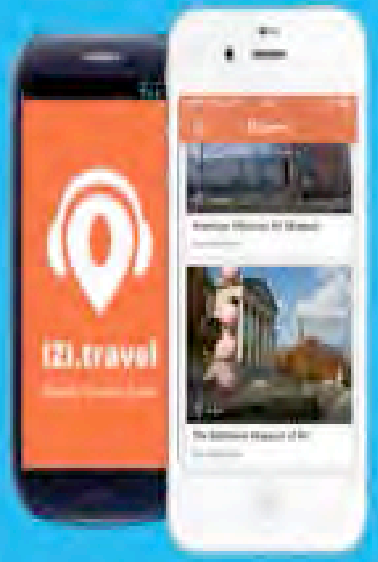
The open audio guide platform

For museums and cities –
to create stories and measure usage



Content Management System
(CMS)

For visitors -
to enjoy the experience



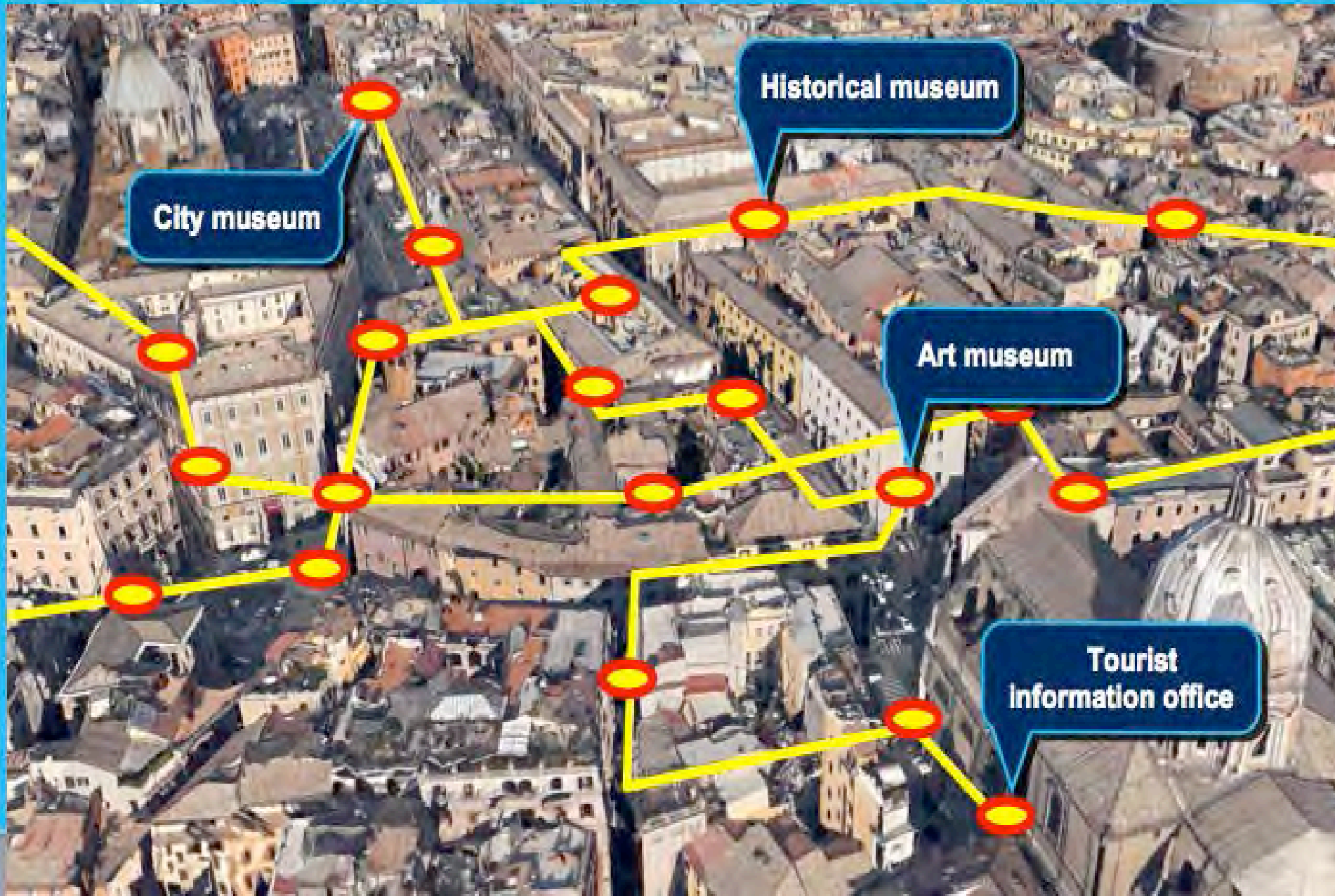
IZI.travel application and
browser

IZI.travel

Summary

- Use universal platforms.
  They are free and powerful!
- Go outdoor! Co-operate with museums & city
- Keep control & ownership of your content
- Make a simple audio guide in 1 week
- Then get funds to improve the content
- Invest in long-term high quality content

Synergy: museums & city tours



XDepth

Acquisition and Visualization System

Copyright © 2006-1014 Trellis Management Co. Ltd.

http://www.xdepth.com

XDepth technologies

- XDepth-HDR compression for radiance (HDR) and EXR high dynamic range file formats.
- XDepth-RAW compression for existing RAW formats.
- XDepth-48 for 48-bit images like TIFF and PNG 16-bit per channel.

Advantages in storage and network systems

- Using XDepth-RAW compression RAW images are 4X smaller.
- Using XDepth-HDR images we can achieve more then 20 times smaller than the original.
- It is possible to store big images into lower size maintaining details and high dynamic range.
- More disk space available for images and less Bandwidth used for networking.

Zooming In(400% crop)

Original HDR image

XDepth Jpeg HDR medium quality

XDepth Jpeg HDR high qualit

Content management

- Use non-proprietary/open sources solutions and programming language such as: RUBY, PERL, PHP, PYTHON, RAILS, APACHE

- Use non-proprietary/open sources solutions CMS such as: MYSQL, POSTGRES, FEDORA, OPENCMS

Content management

- MUST SUPPORT IPTC/DUBLIN CORE, ETC…..
- EXAMPLES: FREE: COLLECTIVEACCESS, FOCUSOPEN (MORE @ http://www.opensourcedigitalassetmanagement.org)
- EXAMPLES COMMERCIAL: CUMULUS (MORE @ http://damvendors.com)

IPTC PHOTO METADATA

Metadata are critical to photo business

IPTC Photo Metadata is made to describe and administrate photographs and to provide the most relevant rights related information. This way metadata makes visual content easily accessible by human language terms or machine readable codes.

http://www.iptc.org

(Look at Manifesto and Handbook online)

IPR

Facts:

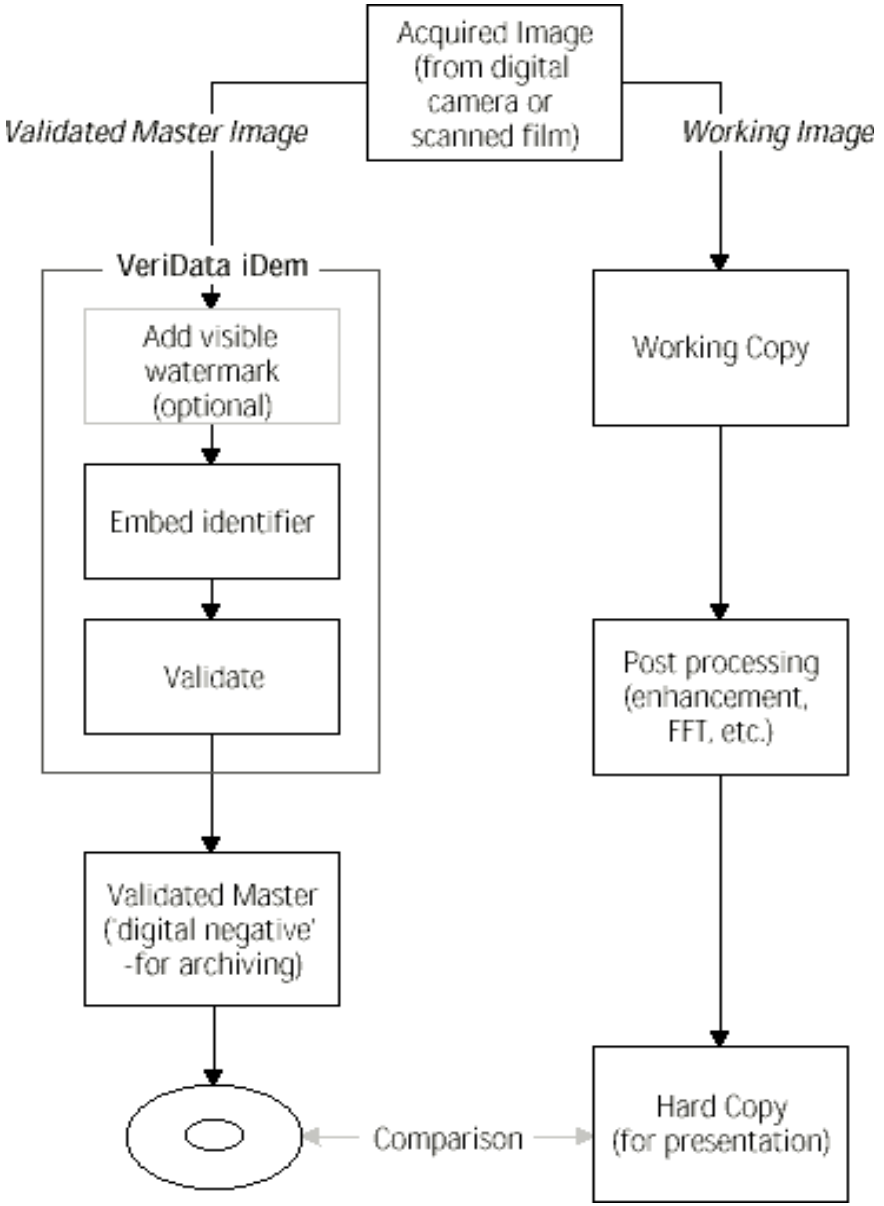
1. Digital document/file can be always copied
2. IPR inform the user that the file/web site contains copyright protected material

3. STRATEGY:
   a. Active protection: encryption, critpography,
   b. Passive: watermarking, web crawler

BEST SOLUTION IN THE MARKET? **DIGIMARC** USING REAL-TIME IP ADDRESS LOGIN DETECTION AND ON-THE-FLY WATERMARKING (**www.digimarc.com**)

SIGNUM TECHNOLOGY LTD

- VeriData iDem can not only detect that an image has been modified, but can also pinpoint the site of any localised alteration - even if just one pixel is changed.



http://www.signumtech.com

CENTRICA UFFIZI TOUCH

FRAUNHOFER'S PHOTO SUMMARY

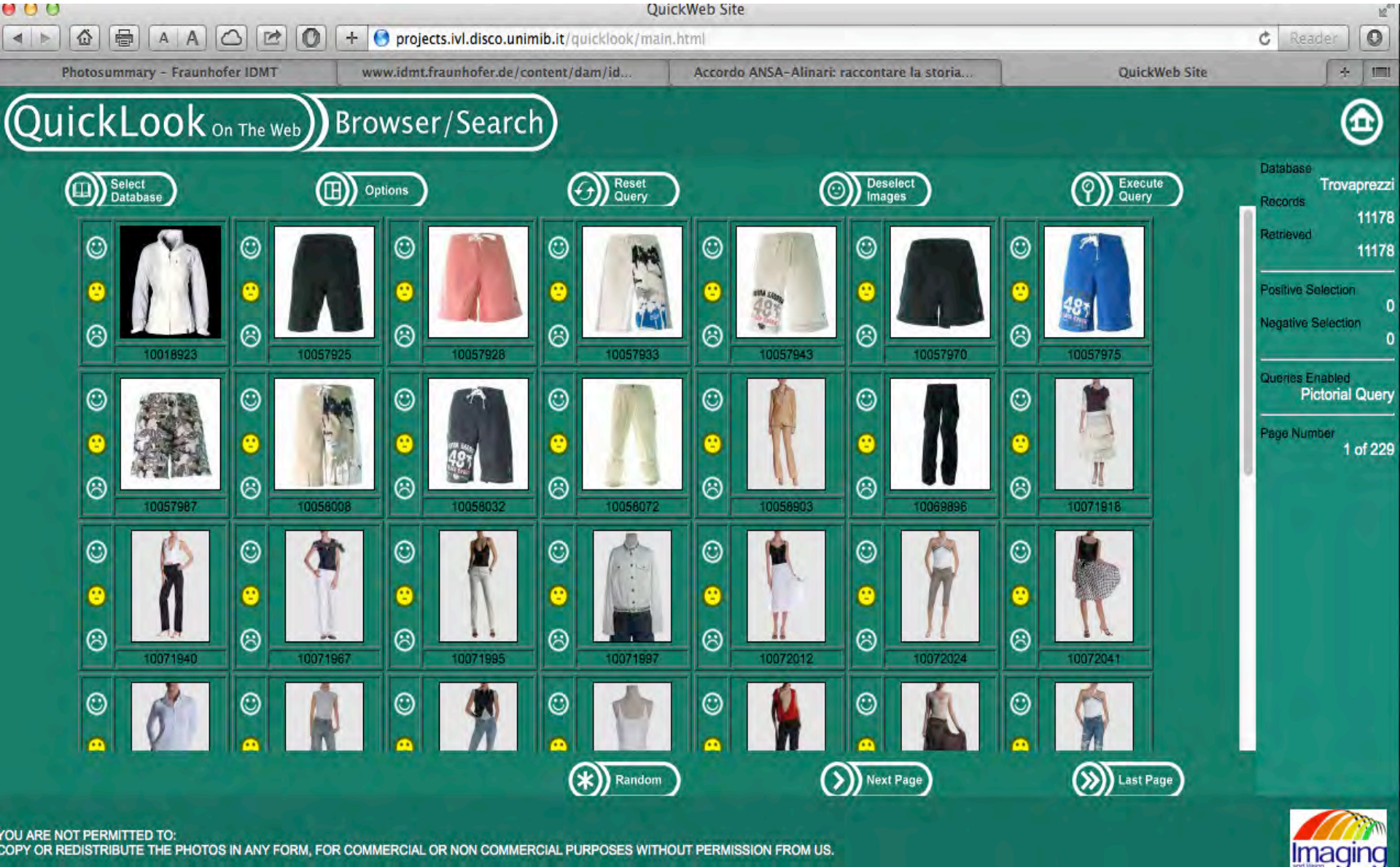
Fraunhofer IDMT

http://www.idmt.fraunhofer.de/en/Service_Offerings/products_and_technologies/m_p/photosummary.html#tabpanel-1

With Photo Summary, the Fraunhofer IDMT has developed a technology through which a representative selection can almost immediately be compiled from a digital photo collection.

VISUAL RETRIEVAL (CBR)

http://projects.ivl.disco.unimib.it/quicklook/main.html



QuickLook On The Web

Options

Pictorial Query Options

Search With...	Search On...
● 3 Level Wavelet ● 30 Directions ● Aspect Ratio ○ Color Coherence Vector ● Color Histogram ● Color Transition ○ Composition ● Edgels ● HSV Moments ● NGTDM ● Spatial Chromatic Histogram (11)	
Select All / DeSelect All	● Whole Image ○ Center Image ○ Sub-Images

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ALINARI LATEST SUCCESS STORIES….

ANSA ITALIAN MAIN PRESS AGENCY

ACCORDO ANSA-ALINARI TUTTI I TITOLI

Accordo ANSA-Alinari: raccontare la storia con le immagini

24 ottobre, 19:15

+1 2 Tweet 0 Consiglia 47

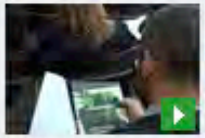
Indietro Stampa Invia Scrivi alla redazione Suggerisci ()

1 di 9 Guarda le foto

L'ad dell'Ansa Giuseppe Cerbone e il presidente della Fratelli Alinari, Claudio De Polo Saibanti, durante la conferenza di presentazione dell'accordo tra le due societa'

CORRELATI

VIDEO

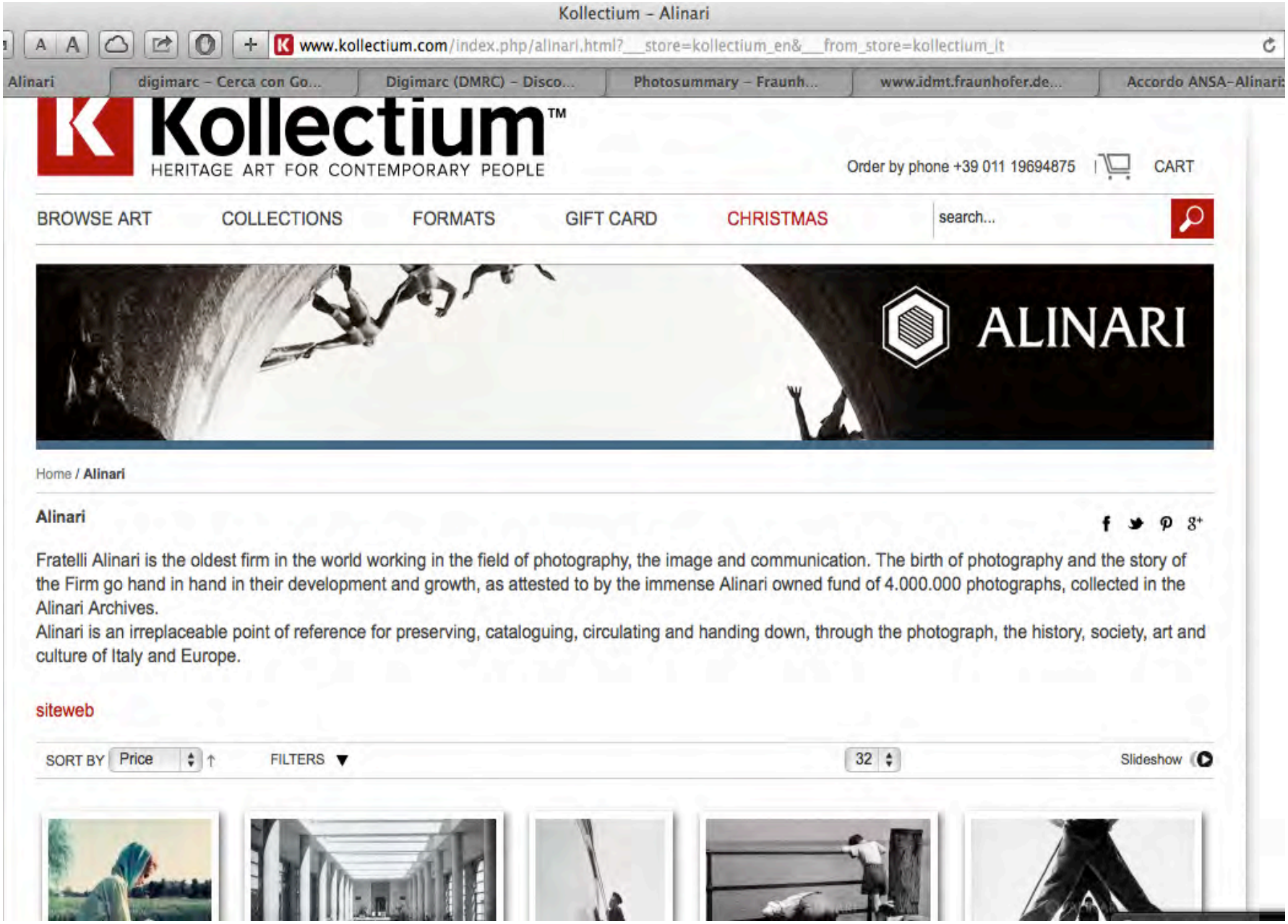


Nasce il piu' antico archivio foto Italia

TUTTI I VIDEO

Storico accordo tra l'ANSA, la prima agenzia di stampa italiana e tra le prime nel mondo, e Alinari, la più antica azienda operante nel campo della fotografia e della comunicazione per immagini. La partnership, presentata presso l'Associazione Civita, prevede l'unione dei due archivi, in grado di soddisfare le esigenze editoriali più sofisticate, offrendo un parterre di scatti che parte dalle fotografie dell'800 fino ai servizi dei fotoreporter moderni.

KOLLECTIUM


Kollectium – Alinari
www.kollectium.com/index.php/alinari.html?___store=kollectium_en&___from_store=kollectium_it
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Digimarc (DMRC) – Disco...
Photosummary – Fraunh...
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Fratelli Alinari is the oldest firm in the world working in the field of photography, the image and communication. The birth of photography and the story of the Firm go hand in hand in their development and growth, as attested to by the immense Alinari owned fund of 4.000.000 photographs, collected in the Alinari Archives.
Alinari is an irreplaceable point of reference for preserving, cataloguing, circulating and handing down, through the photograph, the history, society, art and culture of Italy and Europe.
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AMBROSIA

EU PROJECT
-EUROPEANA CONTENT ENRICHMENT-

STARTED DATE JANUARY 1, 2014

SYNERGIES AND COOPERATION ACTIVITIES

1. Content licensing
2. Photo exhibitions
3. Photo campaigns
4. Digitization best practice projects
5. International cooperation on CH projects

Q&A?

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Thank you!

Andrea de Polo

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