FUTURE CAMERA METADATA

Or,

"Why isn't there an “Add Description” button on the back of my digital camera?"

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FUTURE METADATA

Why is this still an April Fools Day story?

Samsung releases Digital Camera with "Add Description" button & voice annotation/transcription

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FUTURE METADATA

- The Best Time to Record Details is NOW

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METADATA:
A Stock Photographer’s View

The Future

- In-Camera Annotation
  - Need more options
    - Make cameras Bluetooth, wireless, or infrared enabled
    - (add info to images in camera at time of capture)
  - Voice annotations can help, but requires transcribing later
FUTURE METADATA

• It’s not Magic or Science Fiction

• What’s Possible Now?

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FUTURE METADATA

• What Can you do right now?
  • Embed Image Comments (Copyright)
    • Into Exif

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FUTURE METADATA

- What Can you do right now?
  - Embed Image Comments (Copyright)
  - Embed “where” the photo was taken with GPS
FUTURE METADATA

• What's Possible Now?
  • GPS/Camera Control
    • BlueSLR
    • Canon 6D
  • GPS only
    • Many Nikons
    • Many Canons

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FUTURE METADATA

• What Can you do right now?
  • Embed Image Comments (Copyright)
  • Embed “where” the photo was taken with GPS
  • Create “Visible” Watermarks

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FUTURE METADATA

• Visible Watermarks
  • Marksta.com
  • Photoshop
  • Photo Mechanic

• Downside?
  • Smartphone only or,
  • Have to Wifi/Bluetooth transfer
  • Don’t want to mark original

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FUTURE METADATA: WHAT’S POSSIBLE NOW?

- Wi-Fi connection between:
  - camera & laptop
  - camera & tablet
  - camera & smart phone
FUTURE METADATA: WHAT’S POSSIBLE NOW?

• How to “mark” or “add” info to images?
  • From laptop:
    • Use Live Ingest on Photo Mechanic /Lightroom
  • From tablet or “smart” device:
    • On iOS use Marksta App.
FUTURE METADATA

• What’s Still Needed?
  • Easy Means to add Metadata
FUTURE METADATA

• What’s Still Needed?
  • Easy Means to add Metadata

Where’s the “Easy Button”?

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FUTURE METADATA

- Smart Device
  - Bluetooth?
  - Wi-fi?

FUTURE METADATA

- Voice Recognition / Transcription
FUTURE METADATA

What Can You Do?
- Ask Camera Manufacturers?
- Ask smart device makers?

- or
- bit.ly/11SR10P
FUTURE CAMERA METADATA

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