

# £1million secured investment for growth

Submitted by: Pixelrights

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For Immediate Release

£1 million secured investment for growth has set Pixelrights on strong and steady path.

Along with the £1million GBP = pounds sterling(£) investment secured for growth, Pixelrights have appointed three industry leaders\* on their Board in the form of Christina Vaughan, founder of Image Source and former Vice President of PACA and former President of CEPIC as new Chairman, James Rutherford CIO of Hermes SourceCap and Bill Flind CEO of Ipsotek as Non-executive directors.

Licensing their NEW image technology to major players from image libraries to digital asset management companies such as Sodatech, Capture, MEMAT, Xpertise and Image Protect, who are now integrating the technology into their platforms and extending it to their clients. They have also expanded their in-house team to 17, moved to Farrington, and set up offices for their technology development in Poland.

All images on the Pixelrights platform are protected by their NEW SmartFrame technology which reduces image theft and ensures attribution wherever they are shared.

Pixelrights are pleased to announce they have been invited to the DMLA conference in New York and the ACE Picture Library conference in London to present their new .PXL image format, which uses their revolutionary SmartFrame technology. Recently featured by Alamy, their SmartFrame innovation is taking the image industry by storm offering substantially more protection than the standard jpg format online.

"Pixelrights have significant new features in development for the SmartFrame technology which will allow it to be shared on any website outside of our own platform framework," said Shaun Curry, founder of Pixelrights. "To add to these exciting new developments we have decided to introduce our WordPress plugin, that will provide free use of the SmartFrame to around 70 million WordPress based websites. This is implemented or redacted at the flick of a switch, it is incredibly powerful and simple to use."

## NOTES

Pixelrights was built and designed by a former news wire photojournalist Shaun Curry, professional web design agency founder Pat Krupa and high-level programmer Artur Wisniewski. Stepping away from the spaghetti mess of the incumbent website builder services currently haunting the web and confusing people, into a clearer and simpler affair void of frustrations. <http://www.pixelrights.com>

The founders didn't stop there. The three went on to then develop a NEW image format-specifically for their websites called 'SmartFrame.'

This adds extra attribution, copyright notification, paths to purchase and reverse search. "We seek to

educate the casual web user and help create a better understanding of how to use images without breaking any laws. But this is just the very beginning..."

Pixelrights are also working with associations and brands from the RPS to Metro and Fujifilm with joint promotions with all the major camera retailers from WEX and Calumet to John Lewis and London Camera Exchange.

Photographers can now sell prints as a self-fulfil option or select a print partner, they have more designs to choose from to build their sites and they have the opportunity to learn from industry leaders from articles on their new newsletter and blog, plus photographers can connect on social media with their members' community.

Pixelrights websites will also be further enhanced this year as the service grows from strength to strength. It will be under-going some significant feature-based enhancements that will bring it to the top of its game.

\*details of Board members and team can be seen here:

<https://www.pixelrights.com/about>

Christina Vaughan <https://www.linkedin.com/in/christina-vaughan-9928203>

James Rutherford <https://www.linkedin.com/in/james-rutherford-b43924114>

Bill Flind <https://www.linkedin.com/in/billflind>

FOR MORE INFORMATION, IMAGES, INTERVIEW THE FOUNDERS, WALK THROUGH THE WEBSITE BUILDER, LEARN SMARTFRAME TECHNOLOGY AND ITS IMPACT ON THE PHOTOGRAPHY MARKET, REVIEW THE PLATFORM, ETC, CONTACT VANESSA CHAMPION, MARKETING DIRECTOR  
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