



FOR IMMEDIATE RELEASE

CORBIS® AND CONTENT DIRECTIONS SIGN AGREEMENT TO REGISTER DOIs

New York, New York, and Seattle, Washington – August 20, 2002 – CORBIS® (www.corbis.com) and **Content Directions, Inc.** (www.contentdirections.com) today announced the signing of a comprehensive Registration Agreement whereby **CORBIS** will begin registering Digital Object Identifiers (DOIs) across a pilot product line. For a live example of the DOI as applied to an image, click on the following DOI for the image of the Mona Lisa by Leonardo da Vinci: <http://dx.doi.org/10.1219/10223954>

The DOI is a system for identifying and exchanging intellectual property in the digital environment. The DOI is like the UPC (bar code) in the physical world, but for Internet-based resources such as digital content published online. It uniquely identifies digital objects and provides permanent links to the publisher and/or to any related services the publisher wants to enable, thus facilitating online transactions of all kinds including e-commerce, rights management and digital distribution. Created by the primary architect of the Internet itself (Dr. Robert Kahn), the DOI can be thought of as “The Next-Generation URL,” or “a URL on steroids,” because it is:

- unbreakable
- multi-linkable
- dynamic
- industry standard
- scalable
- low-cost

The DOI travels with the image throughout the Internet, on syndicated and partner sites and via downloads. And as long as the user is connected to the Web, the DOI MultiLink functionality with its CORBIS-specific applications will afford the user with support and services enabled by CORBIS.

Founded in 1989, CORBIS is one of the world’s leading providers of digital images and other media. Representing 65 million images, CORBIS offers creative professional, editorial, corporate and personal customers globally an unparalleled

selection of photography, fine art, footage, cartoons, sound, templates and other media for their projects.

"The DOI is a powerful tool for turning an image into its own marketing platform," said **CORBIS business development manager, Piper Carr**. "With this pilot, a user can now link directly from certain CORBIS images anywhere on the Web to a wide variety of licensing options from CORBIS. The DOI is an important step for how content is marketed and protected."

Said **David Sidman, founder and CEO of Content Directions**, "The DOI provides a maximum benefit for image customers because embedding it into images gives them more information about the picture, how it can be used and other options for using that image. Additionally, the MultiLinking capability of the DOI to cross-link and cross-sell products is a very attractive feature."

CORBIS has chosen to test the DOI for some of its products to evaluate how the technology performs and to measure the benefits of persistent linking to their electronic products.

CORBIS will also similarly implement CDI's DOI MultiLink™ capability, where – in contrast to URL-based linking, which affords one-to-one resolution via the location of an object – MultiLinks afford persistent one-to-many linking at the object level, regardless of where the object resides at any point in time. In this way, prospective customers can choose to link directly to a particular product or see a variety of services or information about CORBIS' products.

CDI's MultiLink capability is intended for use in:

- email campaigns
- affiliate Web sites
- as sales demos for e-book and editorial clients
- image products for end users

About CORBIS

CORBIS is the world's leading provider of digital media, and is the place to start for creative professional, editorial, corporate and personal customers seeking an unparalleled selection of photography, fine art, footage, cartoons, sound, templates or other media for their projects. Combining advanced online technology, personal contact with customers and relations with award-winning photographers and other artists, CORBIS understands clients better than anyone. This enables CORBIS to provide these customers with quick, easy and effective access to its high-quality collections of contemporary, historical, rights-managed and royalty-free media all in one location and under a single brand. CORBIS is also the pioneer in the industry for finding and initiating new, innovative channels for digital media such as wireless telephones, in-home digital art, educational institutions and others.

Headquartered in Seattle, the privately owned company has offices in New York, Chicago, Los Angeles, London, Paris, Tokyo, Hong Kong, Dusseldorf and other locations worldwide. For more information about CORBIS and its products and services, call 1-800-260-0444 or (425) 641-4505, fax (425) 746-1618, or visit the Web site at www.corbis.com.

About Content Directions, Inc. (CDI)

Content Directions, Inc., is a DOI Registration Agency dedicated exclusively to implementing and promoting the use of the Digital Object Identifier (DOI). This includes consulting on how the DOI can increase an organization's revenues and cut costs, as well as actually registering DOIs for digital content. Additional information on the DOI, and on CDI's products and services, can be found at www.contentdirections.com or by emailing info@contentdirections.com.

For further information, click on the DOI for this press release (<http://dx.doi.org/10.1220/pr14>), or contact:

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