

*You're in for a real treat. . .*

# PAL-Projects Launches to Rave Reviews

The Digital Content Management Group introduced PAL-Projects, its newest Pearson Asset Library repository, in a soft launch on September 19, 2005.

PAL-Projects is a web-based content management repository which facilitates the creation of new editions, new products, custom textbooks, ancillaries, reprints and corrections.

According to Production Director Elaine Ober, the reaction of her Allyn & Bacon team to PAL-Projects is "overwhelmingly positive." Ober further comments that "adjectives like 'cool' and 'awesome' are frequently heard" when she seeks feedback about PAL-Projects.

PAL-Projects users include Pearson in-house project teams and their external partners including authors, freelancers, and comp houses. By consolidating Digital Asset Management (DAM) systems across Pearson, PAL-Projects helps these users realize process improvements in creating, accessing, protecting, collaborating, and

multi-purposing their assets.

PAL-Projects is also one of the first initiatives to implement the Pearson Metadata Standards (PMDS) in the description of its assets. The PMDS ensure the integrity, longevity, and value of Pearson's intellectual property. In addition, these metadata standards also make PAL-Projects assets easier to find, version, review, and leverage across businesses.

PAL-Projects features include: single asset or bulk ingestion, single asset or bulk fulfillment, basic and advanced search, asset management tools, controlled versioning, and online collaboration features. Furthermore, PAL-Projects provides backup and disaster recovery while promoting business continuity practices.

So scoop up your final product files now and log on to <http://pal.pearson.com>. You're in for a real treat !



Dorling Kindersley Media Library/PAL Asset ID 67651

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## Pearson Metadata Standards Capture Categories in PAL-Projects

PAL-Projects is one of the first systems or applications to implement the work of the collaborative initiative known as the Pearson Metadata Standards or PMDS.

But what is metadata? More than simply just "data about data," metadata is structured information that describes, explains, and locates information resources so that they can be retrieved, used, and managed.

The PMDS adhere as closely as possible to existing publishing industry standards, such as the Dublin CORE, yet accommodate unique Business Unit metadata. The result is a common metadata language across Pearson that promotes sharing and collaboration.

While it is certainly true that Pearson Business Units have long used metadata in systems like SAP, VISTA, and HEPM, the common field names and attributes of the PMDS promote greater data communications between systems and projects.

Business Unit content increases in value when the PMDS are applied in PAL-Projects. Not only do the PMDS help organize extra information about Business Unit content, but they also make it easier to locate that content in PAL-Projects.

PAL-Projects utilizes 7 metadata models or categories to describe its assets including: Audio Video Animation, Core, Images, Marketing, PAL Project Inheritable, Test and Assessment, and Whole Product Component.

# PAL-Images Adds 7 New Bulkload Vendors

From hand-colored artwork to photomicrography, from South America to the Pacific Rim, from rock and roll musicians to geologists exploring stratified rocks, PAL-Images' newest images provide solutions to your photo research dilemmas. To fully explore this fabulous new imagery, simply enter the vendor's name in the Source field and start browsing.

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## *The Art Archive from The Picture Desk*

**THE ART ARCHIVE** is the Art, Civilization and History branch of The Picture Desk website. A comprehensive collection of fine art and historical imagery, The Art Archive spans prehistoric times to the 21<sup>st</sup> century with material drawn from over 900 sources around the world. Areas of special strength include Ancient Civilizations, American, European and Medieval History, World Religions, Classical Music, as well as iconic images from the history of Art and Architecture.

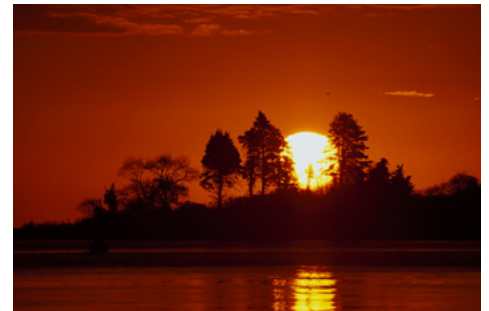


The Picture Desk/Art Archive: PAL Asset ID AADZESFO

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## *Danita Delimont Photography*

**DANITA DELIMONT PHOTOGRAPHY** represents is a niche agency specializing in worldwide cultures and lifestyles, geographical locations, as well as natural history subjects such as flora and fauna endemic to worldwide habitats and ecosystems. Danita has been working with textbook editors for 25 years and knows what kinds of subject matter comes up for the various educational titles being produced, and she uses that knowledge to offer researchers a broader range of editorial material not available from some of the bigger agencies.



Danita Delimont: PAL Asset ID AAEUUOVO

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## *The Lebrecht Music & Arts Photo Library*

**THE LEBRECHT MUSIC & PHOTO ARTS LIBRARY** (first for music, best for the arts) covers archival and modern images of Music: classical & rock, opera & jazz, ballet & Broadway musicals, music notes, and evocative illustrations. The Arts: theatre, drama, performance, writers, illustrations of famous literary fictional characters, artists, politicians, and history.



Lebrecht Music & Arts Photo Library:  
PAL Asset ID AAEKPWYO

# New Bulkload Vendors Provide Image Solutions



North Wind Picture Archives: PAL Asset ID AACHYBMO

**NORTH WIND PICTURE ARCHIVES** brings history to life. Hand-colored pieces of artwork portray a historical perspective of the human condition, while their stock photography brings the viewer to those seminal places in history where one can experience firsthand the settings of past events. North Wind is especially strong in explorers, Native Americans, settlers, and world history, but all history subjects are covered from ancient times to about 1900.

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*North Wind  
Picture Archives*

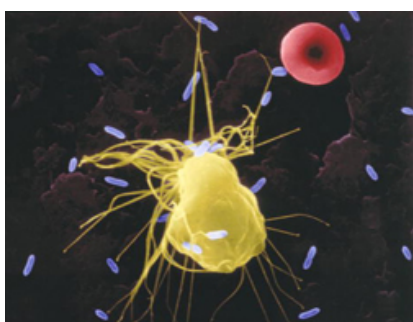


**PACIFIC STOCK** is the only agency worldwide specializing exclusively in still photography from Hawaii, Asia and the Pacific Region. Their 50 photographers regularly travel throughout the Pacific Rim including Hawaii and other Pacific islands, New Zealand and Australia, Southeast Asia, Japan and China, and the western coasts of North and South America. Topics range from travel to culture to nature. The latter represented by an extensive marine file with exquisite underwater images, water sports and marine mammals, including some of the finest whale, dolphin and shark images available.

Pacific Stock: PAL Asset ID AAFGICUO

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*Pacific Stock*



Phototake: PAL Asset ID AACLXMZO

**PHOTOTAKE** provides the full array of science images by representing a worldwide network of photographers, scientists, and medical illustrators. Their archives include a wide range of in-depth selections of Medicine, Physics, Chemistry, Biology, Health Sciences, Technology, and Special Effects. Unique material, fast service, and a scientifically-trained staff have earned PHOTOTAKE a worldwide reputation as a primary source of medical and scientific imagery.

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*Phototake*



Robert Fried Photography

**ROBERT FRIED** has traveled to more than 50 countries in his 20 year career and has returned with a broad collection of images that capture the essence of each place and its people. His collection deftly illustrates the culture, architecture, and geography of his subjects like a detailed study in anthropology.

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*Robert Fried  
Photography*

# New DK Collections in PAL-Images

DK images are available to Pearson companies at specially reduced rates, providing an unbeatable opportunity to use fantastic pictures at low prices. With currently 450,000 DK images in PAL-Images, the collection is hugely diverse, encompassing everything from animals to ancient artefacts. DK is constantly updating the collection by purchasing new photography. Every year 10,000 high resolution images are uploaded into PAL-Images. You may search for any of the new DK photographers featured in this newsletter by typing his or her name in the photographer textbox. In addition to many new photographers, DK is now able to offer images from the renowned Rough Guides books.



Dorling Kindersley Media Library /  
PAL Asset ID 10596241

***Eddie Lawrence***

Eddie specializes in people, especially children, from all backgrounds and in all situations. He also photographs medical situations, including childbirth.



Dorling Kindersley Media Library /  
PAL Asset ID 11034070

***Lindsey Stock***

Lindsey has a wide range of images, from everyday items, to people, to urban and rural scenes. She is building on her collection all the time and is working with DK to fill any gaps in subject matter.



Dorling Kindersley Media Library /  
PAL Asset ID 35002093

***Jerry Young***

Jerry has taken pictures of animals from every continent, from elephants to insects. Many of these are photographed on a white background so can easily be cut out for use in any context.

# Travel First Class with New DK Images

## *David Borland*

David concentrates on architectural travel images. He has an outstanding eye for detail.



Dorling Kindersley Media Library /  
PAL Asset ID 11209707

## *Katy Williamson*

Katy recently visited Iceland where she photographed spectacular natural landscapes and iceberg formations.



Dorling Kindersley Media Library /  
PAL Asset ID 11123859

## *Rough Guides Pictures on PAL-Images*

DK is now able to offer images from the renowned Rough Guides books. Among some of the best travel pictures in the world, Rough Guides pictures feature destinations stretching from Australia to Barbados. With already thousands of Rough Guides pictures on PAL-Images, many more are coming soon. Browse Rough Guides pictures, like this one, by typing *Rough Guides* in the Source Name textbox on the PAL Images search page.



Rough Guides / PAL Asset ID 35002093

*From the Permissions Desk. . .*

## How to Permission DK Images with Additional Restrictions

DK works closely with museums and private collectors to photograph historical objects and artefacts. As a result, some DK images may require additional permissions and fees for reuse. In addition, DK will occasionally ask users to contact a museum out of courtesy to let them know in what context their object will be used.

How can users tell if a DK image requires additional permissions? By configuring their metadata preferences appropriately and by understanding the meaning of the metadata fields they have selected, users can find out quickly and easily if a DK image is restricted:

First, users should make sure the following metadata fields are displayed in the PAL-Images Gallery View by setting their preferences to include :

- **Permission Required for Source**
- **Image Fee Required for Source**
- **Additional Restrictions**
- **Extended Credit Line**

Then, users should check the following:



If **Permission Required for Source** reads **Yes**, the user needs to contact the Source for additional permission to use the image.



If **Image Fee Required for Source** reads **Yes**, the user needs to pay an additional fee to use the image which fee the user negotiates directly with the Source ..



If **Permission Required for Source** reads **No**, and **Image Fee Required for Source** reads **Yes**, the user does not need to get additional permission. DK will either add an additional fee to the invoice, or DK will simply pay the Source a royalty payment (percentage) of the normal DK image fee.

Two additional metadata fields that are very helpful are Additional Restrictions and the Extended Credit line. Additional Restrictions details any further restrictions. This field is particularly useful as it may differentiate between DK users and other Pearson users. The Extended Credit line displays the credit line required for the image and may include the name of the secondary Source. This is especially important when a photograph has been taken in a museum, necessitating that the museum be credited.

For any further questions relating to the use of restricted DK images, please contact:

Bethany Dawn - Senior Sales Executive

[bethany.dawn@dkimages.com](mailto:bethany.dawn@dkimages.com) +44 20 7010 4530

or

Kate Ledwith - Sales Assistant

[kate.ledwith@dkimages.com](mailto:kate.ledwith@dkimages.com) +44 20 7010 4508

## Quick Reference Guide to Some Common DK Image Restrictions

### © British Museum Images

Permission Required for Source: No

Image Fee Required for Source: Yes

DK will add an additional fee to the invoice. The user does not need to contact the museum.




1.

Relevance Ranking:	0
Asset ID:	80014195
Source Caption:	painting of workers
Extended Credit Line:	(c) The British Museum
Additional Restrictions:	Fee for DK and all other uses
Image Fee Required for Source:	Yes
Permission Required for Source:	No
Source name:	<a href="#">Dorling Kindersley Media Library</a>
Image Fee Required:	Yes
Permission Required:	Yes

### Images from the Secrets Of . . . Book Series

Additional Restrictions: Reuse in DK projects only. Non-DK companies cannot use these images.




1.

Relevance Ranking:	0
Asset ID:	50437030
Source Caption:	Audio cassette tape.
Extended Credit Line:	Guy Ryecart (c) The Ivy Press Limited
Additional Restrictions:	Re-use in DK projects only, until July 2005 only.
Image Fee Required for Source:	No
Permission Required for Source:	Yes
Source name:	<a href="#">Dorling Kindersley Media Library</a>
Image Fee Required:	Yes
Permission Required:	Yes


### © Judith Miller Images

Additional Restrictions: Users should always check the Additional Restrictions field for Judith Miller images. The Additional Restrictions field will inform users if non-DK companies can use the image. Some Judith Miller images are for use in Judith Miller antique books only, whereas other images Judith Miller images may be used by all Pearson companies.



1.

Relevance Ranking:	0
Asset ID:	10664711
Source Caption:	An unusual and early James Mont three-drawe nightstand in tiger maple-veneer with cylindrical brass pulls, minor chips to veneer and edges, wear to finish on tops, stamped James Mont Design, 24in (61cm) high \$400-600 RP\$350 DRA (Filename : F018DRA080303)
Extended Credit Line:	(c) Judith Miller / Dorling Kindersley / David Rago Auctions
Additional Restrictions:	ONLY for use in Judith Miller Antiques books
Image Fee Required for Source:	Yes
Permission Required for Source:	Yes
Source name:	<a href="#">Dorling Kindersley Media Library</a>
Image Fee Required:	Yes
Permission Required:	Yes



2.

Relevance Ranking:	0
Asset ID:	10984307
Source Caption:	A Spitting Image Prince Charles mug, made to commemorate the marriage of Charles and Diana. ct.1981 7.5in £175-225 H8G NOTE This mug is scarce as very few were made because they were vulnerable to breakage.(Filename : 07710HG260104)
Extended Credit Line:	(c) Judith Miller / Dorling Kindersley / Hope and Glory
Additional Restrictions:	Fee payable on all Non - Judith Miller antique books
Image Fee Required for Source:	Yes
Permission Required for Source:	No
Source name:	<a href="#">Dorling Kindersley Media Library</a>
Image Fee Required:	Yes
Permission Required:	Yes

### General Museum/Gallery Images

Permission Required for Source: Yes

Image Fee Required for Source: Yes

DK will supply contact details for the museum, if possible. However, users need to contact the museum for permission and to negotiate the additional fee.



1.

Relevance Ranking:	0
Asset ID:	25144277
Source Caption:	A gold trophy head from Asante in Ghana
Extended Credit Line:	Geoff Dann / Dorling Kindersley (c) Wallace Collection, London
Additional Restrictions:	Fee for DK and all other uses
Image Fee Required for Source:	Yes
Permission Required for Source:	Yes
Source name:	<a href="#">Dorling Kindersley Media Library</a>
Image Fee Required:	Yes
Permission Required:	Yes



## The Pearson Asset Library

One Lake Street  
Upper Saddle River, NJ 07458

The Pearson Asset Library (PAL) is a distributed enterprise solution of business processes and technologies to facilitate the delivery, reuse, and repurposing of assets.

PAL seeks to leverage knowledge and investments in content management systems across Pearson; accelerate the exchange of intellectual property and shared use of digital assets to drive business growth; improve the speed, efficiency and quality of publishing processes.

PAL-Images is a repository of 1.5 million assets including photographs, illustrations, works of art, line art, and clip art from over 20,000 major stock agencies, museums, and famous artists.

PAL-Projects is a web-based content management repository designed to expedite the creation of new editions and ancillary products, as well as to facilitate the reprint and versioning processes.

The PAL Newsletter is a quarterly electronic publication of the Pearson Asset Library.

Look for the next issue regular edition  
December 2005

For more information about PAL, including training and support information, please visit the PAL website <http://pal.pearson.com>.

# New PAL Login Page

 <p>Stockbyte</p>	 <p>AGE Fotostock America, Inc.</p>	 <p>Quality: A Corporate Force Managing for Excellence C. HAROLD AIKENS Prentice Hall</p>	 <p>North Wind Picture Archives</p>
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**PAL-Images**

PAL-Images is a repository of over one million images from major stock agencies, solo photographers, museums, public domain sources, and Pearson business units.

[Go to PAL-Images](#) >>

Click Here for  
PAL-Images

**PAL NEWS...**

Check out the latest  
PAL Newsletter!

>>

**PAL-Projects**

PAL-Projects is a final product file repository facilitating the creation of new editions, new products, custom textbooks, ancillaries, reprints and corrections.

[Go to PAL-Projects](#) >>

Click Here for  
PAL-Projects

## How to Request a PAL Account

After clicking either [Go to PAL-Images](#) or [Go to PAL-Projects](#), new PAL users may self-register by clicking the "Register Now" link on the login pages for each repository. After they submit their registration form, users will receive an automatic confirmation email for their registration. A User Request Form (URF) will be routed electronically to the appropriate Supervisor or Pearson contactor approval. New accounts are created in 48 hours. Users will receive their username/password in a confirmation email.