

# SmartFrame: What it is and how it works

Confused about SmartFrame? Want to know how it works? Here's everything you need to know about publishing SmartFrames on your site.

## What is SmartFrame?

SmartFrame is a new way to publish, protect, display, and monetize images online.

In the same way that Spotify uses streaming to deliver music and Netflix uses streaming to deliver films, SmartFrame uses streaming to deliver images.

We believe streaming is the future of online image display and we're proud to be leading the change.

## Why do we need image streaming?

The principle of image streaming is central to how SmartFrame works. To understand what difference this makes, it's helpful to look at the weaknesses of the current way in which images are uploaded and viewed online.

Most images found online can be easily stolen and used in a way the owner hasn't allowed. Once stolen, the owner has no visibility over how they're being used – or indeed, how many copies of that image exist.

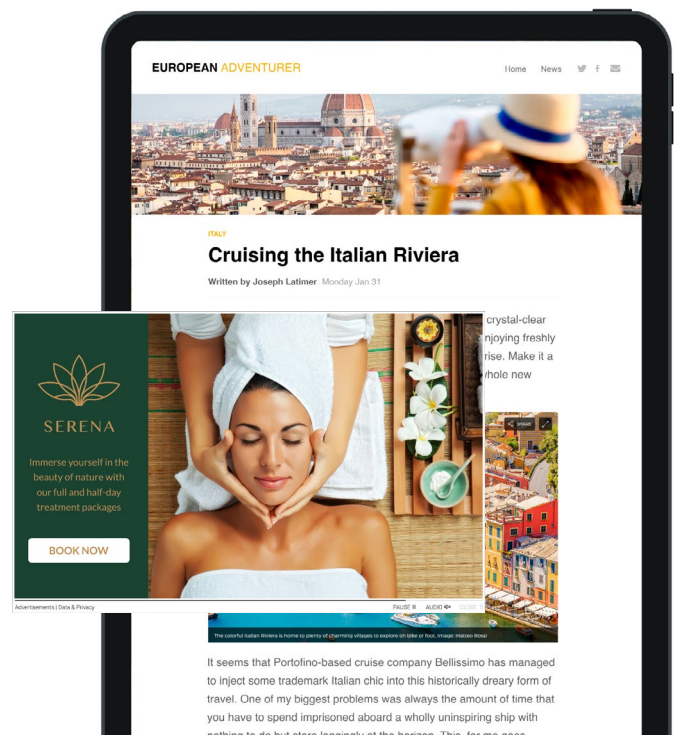
If you're a photographer, or if you make a living from images in some other way, this kind of theft can easily threaten your livelihood. You'll also no doubt know that licensing images isn't anywhere near as profitable as it used to be.

Stolen images are also often used for harm. This may be from the sale of counterfeit goods, for example, or by being manipulated or presented out of context. Those interested in protecting their images often upload them in a low resolution, which reduces their visual quality. Particularly detailed, high-resolution images, however, can easily slow down websites and compromise the user experience.

In short, the current way of uploading images is not well suited for today's online environments.

Streaming solves all of these issues and many more. With streaming, protection is provided over image theft in many ways. The owner can always see where these images are online and how people are interacting with them. By protecting them, the value of these images is also retained, while in-image advertising (right) also allows them to be easily monetized.

Features such as full-screen viewing and Hyper Zoom technology promote engagement, while built-in captions mean all the right details – where an image was taken, who captured it and so on – stay with the image at all times. Images can also be enjoyed in the highest resolution, without any issues with page load speed issues.



## How does SmartFrame work?

Normally when you publish an image online, you upload a file wherever you want the image to appear.

SmartFrame works differently. When you upload an image to SmartFrame, this is where it stays. It can be published from SmartFrame as a SmartFrame image – in the same way that a YouTube video can be embedded outside of YouTube itself – but the image itself is not duplicated.

The image is broken down into pieces and scrambled, a bit like a jigsaw. This keeps it encrypted so that it can't be stolen like a conventional image can be. Even if it could, there wouldn't be any program capable of opening such an image. SmartFrames only ever exist in an online environment.

When a user embeds a SmartFrame image on a website, and that page receives a view, SmartFrame checks that the image is permitted to be there. If it is, the SmartFrame image is streamed to the page.

As the user zooms into the image and moves around, only the section of the image that is needed at the time is streamed. This means that the process of delivering even high-resolution images can be kept very efficient.

Furthermore, as the image is streamed from one central location, rather than uploaded individually to multiple sites, all activity on the image can be tracked and the owner can always change things like the image caption, its appearance, and so on. This also allows the image to be withdrawn from wherever it may have been published online – no matter how many times it has been published – at the click of a button.

Once the user leaves the page on which a SmartFrame image can be viewed, the SmartFrame image disappears as though it was never there, helping to keep it as secure as possible.

## How does SmartFrame benefit publishers?

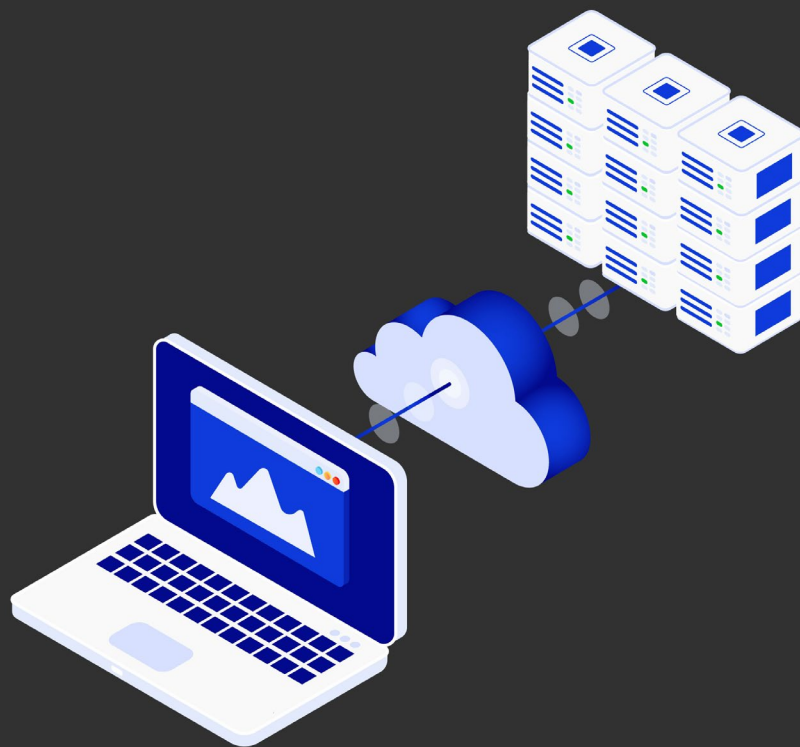
SmartFrame allows you to embed images from our content partners on your website free of charge. Not only do you save on licensing fees, but as you don't risk using images outside of a specific licensing agreement, you don't need to worry about litigation fees that arise from misuse.

The in-image features described on the previous page encourage your audience to engage with these images and to stay on your site, which boosts dwell times and helps to deliver your brand in a positive light. Captions also mean that you can be sure the images being presented are always shown in context, thus reducing the risk of misinformation.

By allowing us to serve contextually relevant ads inside these SmartFrame images, user experience is boosted as your audience is more likely to be interested in these kinds of ads than those served as a result of tracking cookies. You also get a cut of the profits from these ads, creating a fresh revenue stream for your business.

Furthermore, thanks to various technologies from our ad partners, we ensure brand safety at all times so that inappropriate ads don't appear on your site. Detailed stats on how users are engaging with these images and the performance of ad campaigns, meanwhile, allow you to better understand your audience and the images that resonate with them.





## How do I integrate SmartFrame with my site?

You can add individual SmartFrames to your site using the step-by-step method below. Alternatively, you can opt for a full integration, which automatically converts the images on your site to SmartFrames. The latter is the preferred option for most publishers.

SmartFrame is designed to fit seamlessly into your workflow. If you opt for the full integration, you can upload images in the same manner as before. All the platform needs is access to your JPEG source files. The easiest (and most common) option is to connect SmartFrame to your image server or DAM using API, FTP, AWS S3, or HTTPs.

SmartFrames can be indexed by search engines and shared on social media but, for maximum protection, only low-resolution thumbnail previews are served in both cases. The platform's progressive loading feature also significantly boosts page load times; a webpage with six conventional JPEGs that loads in 1.7sec, for example, will take just 701ms to load when SmartFrames are embedded in place of these images.

Once SmartFrame is running on your website, the Admin Panel will allow you to view insights on SmartFrame impressions, user interactions, and much more.

## How do I embed a SmartFrame?

Embedding a SmartFrame on a website is simple. In fact, if you've ever embedded a YouTube video or a tweet, you'll already be familiar with the process.



**Step 1** – Find a SmartFrame you would like to embed and click on the 'Embed' button.



**Step 2** – Click on the 'Copy code' button, which will copy the code you need to your clipboard.



**Step 3** – Paste this code into your site's HTML editor. The SmartFrame should now appear.

**Learn more at [smartframe.io](https://smartframe.io)**