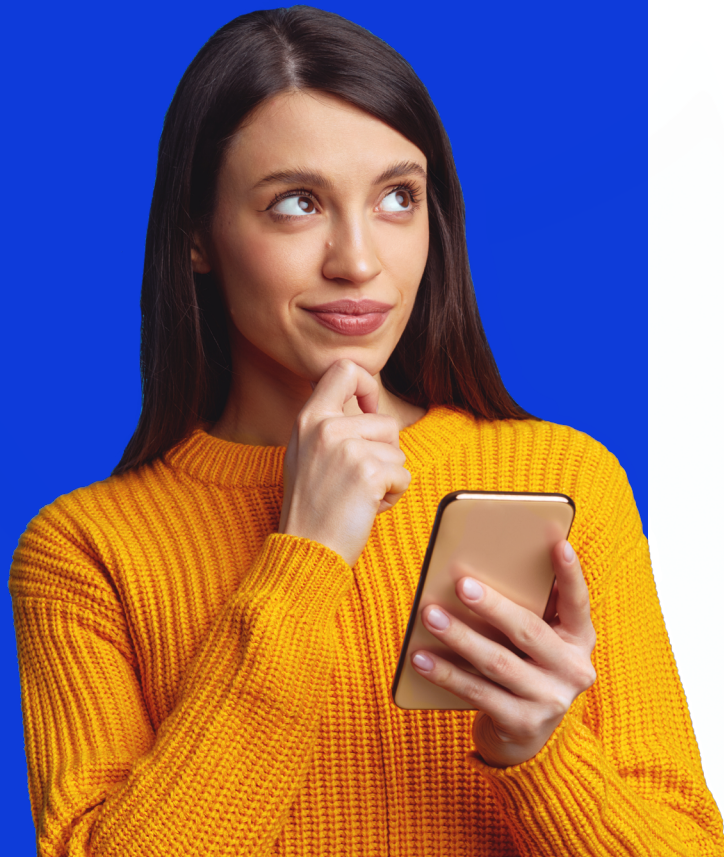


SmartFrame: What It Is And How It Works

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



What is SmartFrame?

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

The technology at its core works on the principle of streaming. Just as Spotify streams music and Netflix streams films, SmartFrame streams images.

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

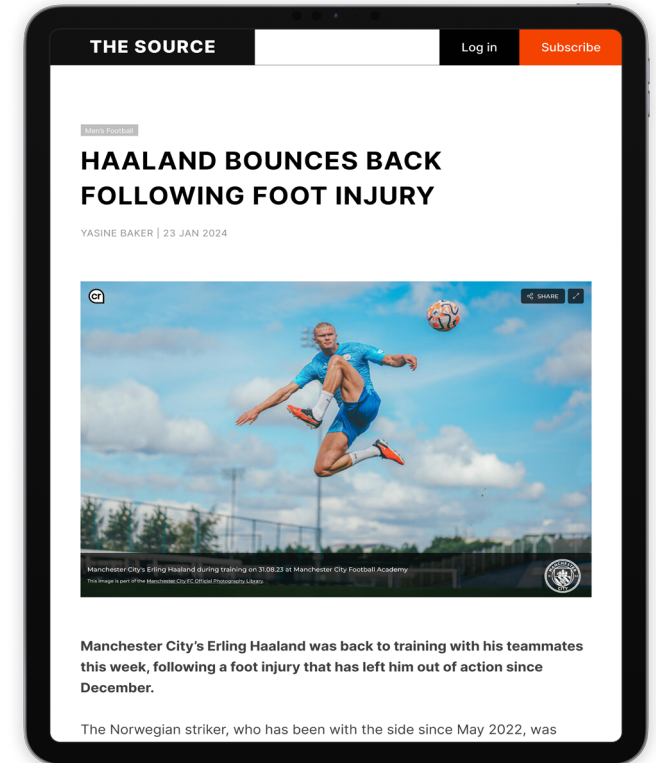
Why do we need image streaming?

To understand the difference streaming makes for images, it's helpful to examine the weaknesses of the current methods used to upload and view images online.

Most images viewed online can easily be 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.

Stolen images are also often used for harm. They are, for example, often used in the sale of counterfeit goods, and can be easily manipulated and/or presented out of context to achieve a particular aim. 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 too.

Streaming solves these issues and many others. With streaming, multiple layers of protection

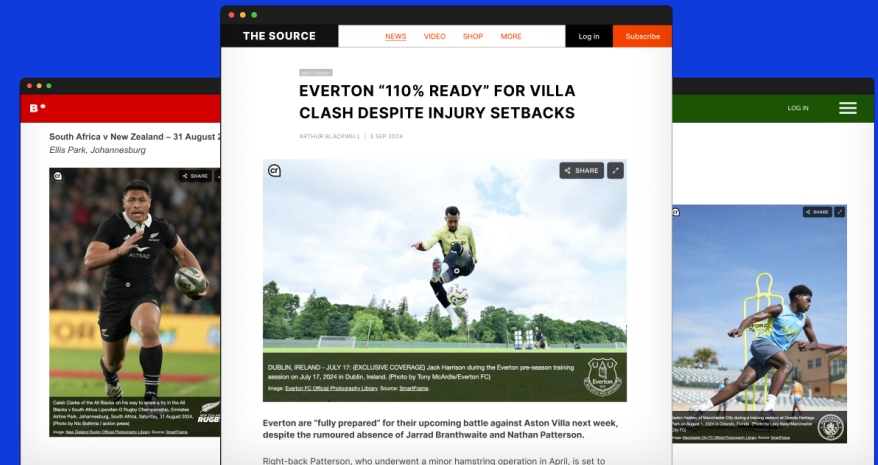


prevent image theft, and the owner can always track where their images appear online and how people are interacting with them. This protection helps retain the value of the images, while in-image advertising makes it easy to monetize them too.

Features such as full-screen viewing and SmartFrame's proprietary 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.

How does SmartFrame benefit publishers?

- **No image licensing fees:** Access over 650 million embeddable images without monthly caps or licensing fees.
- **Regulation compliance:** Fully compliant with data and privacy regulations.
- **Revenue generation:** Earn from in-image advertising that engages your audience.
- **Enhanced engagement:** Interactive features and contextual ads increase user interest and dwell time on your site.
- **Brand safety:** Bolstered by a range of technologies to ensure inappropriate ads don't appear on your site.



How does SmartFrame work?

When you publish an image online using conventional methods, you upload the file to the desired location.

SmartFrame works differently. Once uploaded to SmartFrame, the image stays there. It can be published as a SmartFrame image – similar to how a YouTube video is embedded on other sites – without duplicating the image itself.

The image is broken down into pieces and scrambled, much like a jigsaw puzzle. This encryption prevents it from being stolen like a conventional image. Even if someone were to succeed in stealing it, there would be no way to open it with any conventional software programs.

When a SmartFrame image is embedded on a website and the page is viewed, SmartFrame checks that the image is authorized to be there.

If it is, the image is streamed to the page. If not, the request is simply denied.

As the user interacts with the image, such as by zooming in, panning, viewing it in a full-screen mode and so on, only the necessary section is streamed at a time. This keeps the image-delivery process efficient, even for ultra-high-resolution images measuring up to 100MP in resolution.

Once the user leaves the page, the SmartFrame image disappears as though it was never there to begin with.

How do I embed a SmartFrame image?

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.

How do I integrate SmartFrame with my site?

You can add individual SmartFrames to your site using the step-by-step method above. 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. Get in touch to find out more about integration.

Learn more at smartframe.io