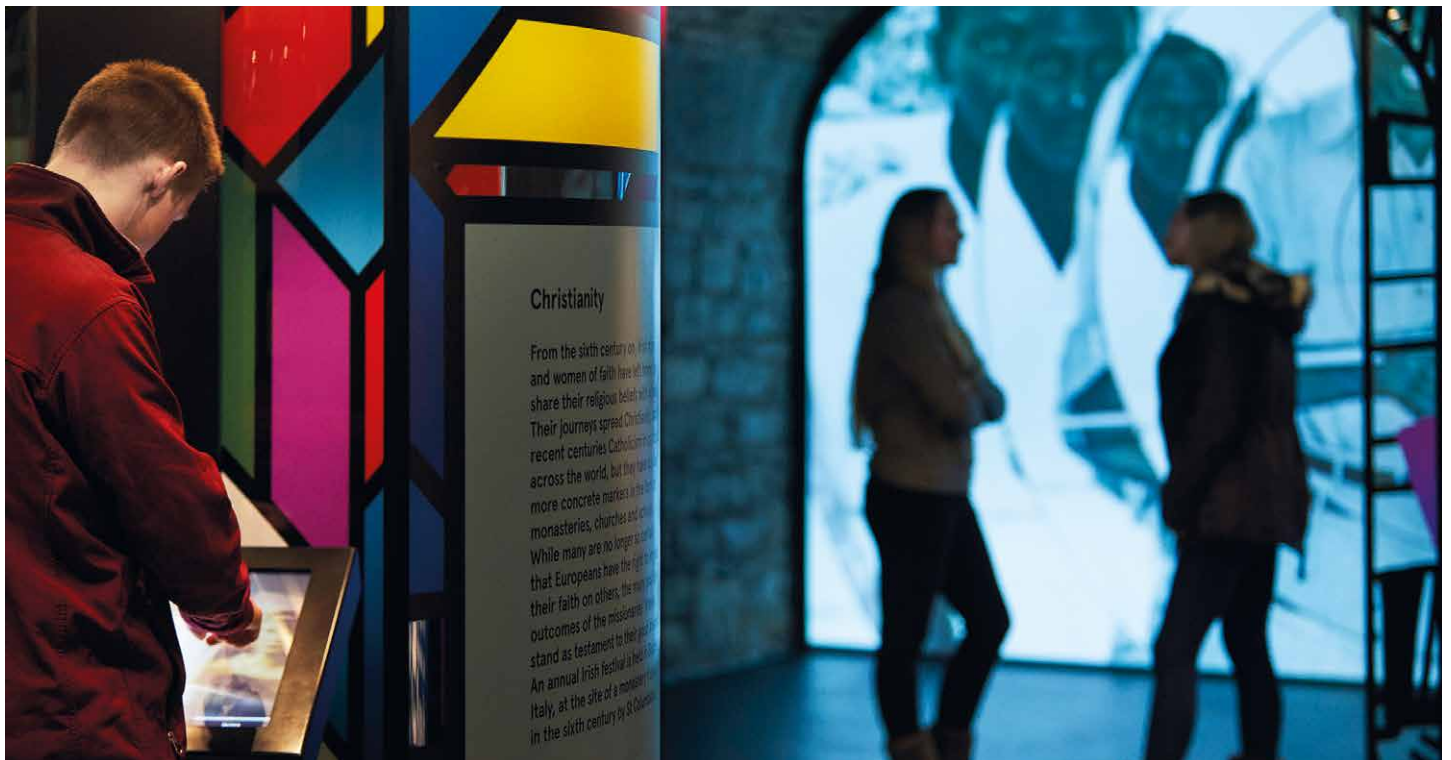


The Content Hub

Uniquely digital.



From the outset, Zooid has provided a unique service to publishers, broadcasters and museums: the research, management, supply and licensing of photos, footage, animation and illustration; bringing together the world's archives of audio-visual content into one simple online interactive platform. The company's comprehensive solution proved to be the perfect one for many global brands in all sectors of the media.

Zooid Pictures was founded as an independent film and television production company, content researcher and licensing provider, by artist and filmmaker, Richard Philpott, in 1984 when the company became one of the first to be commissioned by the newly-established Channel Four Television.

In the infancy of the internet, Richard was leading the digital charge in the photo industry, developing database-driven, paper-less workflows that led to the first digital book (a Guinness Book of Records). Zooid then established digital workflows for many leading global publishers such as Oxford University Press, providing a bridge between archives and production, both of which had remained stubbornly analogue.



Similar practices were soon developed for broadcasters, as Zooid built a bridge between the motion picture archives (still predominantly the terrestrial broadcasters analogue (tape collections)) and the new non-linear digital editing platforms. Zooid helped their publishing clients add video content to their print lists with the same ease that they were used to using Zooid's interactive online viewing, commenting, selecting and ordering tool. As interactive environments and archive-driven exhibitions became increasingly popular, Zooid was able to provide a platform that increased production accuracy and efficiency.

Bigger, better, faster

Today, Zooid provides content services for clients across Asia, Europe, the Middle East, UK and USA, particularly for companies whose requirements are large scale, benefitting them in economies of scale in research fees, asset management expertise and reduced licensing costs.

The beating heart of the company is a bespoke software package, Picture Desk, invented, continuously developed and maintained by Zooid, boasting a full suite of project and asset management tools that communicate seamlessly with each other. It is through employing these powerful tools that the team at

Zooid are able to effortlessly handle vast amounts of content and track usage and licenses with ease and efficiency.

Picture Desk isn't all back-end admin either; clients also benefit from an intuitive online review and selection portal for researched content, replete with additional features that facilitate multiple client access and communication on a single project with differing privileges assigned to different user levels. Furthermore, as the software is developed in-house, Zooid are offer clients an unparalleled flexibility, tailoring the package at the drop of a hat, to meet varying needs and wishes of diverse production environments.

Human help

But the software is only part of the story... the content that flows through the Picture Desk systems is hand-picked or commissioned by a world-class team of researchers, who consistently deliver imaginative and resourceful responses to meet their clients' needs. Chosen for their ability to marry creative interpretation with meticulous investigative skills and a scrupulous eye for detail, the Zooid researchers are adept at fulfilling all manner of briefs, from compiling selections of stock imagery for educational textbooks and e-learning videos, to deep archive research for museums, documentary



Top Left over

EPIC The Irish Emigration Museum

Bottom Left

Titanic Belfast

Left

Titanic Belfast

filmmakers and specialist academic publishers.

Furthermore, Zooid boasts over 40 years of research, rights-management and licensing expertise, leaving no stone unturned to ensure that every asset they green-light for use is cleared and licensed to meet all legal criteria.

Client focus

Zooid continues to service clients across multiple sectors, despite the seismic shifts that have taken place throughout the media industry. In the publishing and education, the company has produced and supplied content and e-learning packages for Macmillan and Pearson, as well as books for National Geographic, continuing a 20-year partnership with Oxford University Press (sourcing stock and editorial content, commissioning illustrations, animation, video production etc for almost 1,000 titles on all subjects imaginable). For Harvard University, Zooid has been providing a specialized art history service for almost 10 years, researching and licensing over 5,000 highly complex copyright assets.

Zooid also works directly with filmmakers, most recently on a string of critically acclaimed music documentaries for ARTE in Germany and France and several documentaries for the BBC, carrying out extensive

offline archive footage research, digitizing tape and decoding and clearing the multiple layers of rights that accompany a bewildering array of AV material.

Heritage – looking back

It is the heritage sector however, where Zooid have been focusing their attention in recent years, winning impressive contracts for some of the world's most highly regarded cultural institutions and large-scale international museum projects.

In recent years, Zooid have provided a complete AV content service to several highly prestigious projects, the latest giant complex still being under wraps and unable to be named!

Voted 'The World's Leading Tourist Attraction' in 2016 at the prestigious World Travel Awards, Titanic Belfast continues to impress international visitors with its illuminating portrait of the eponymous doomed ocean liner. The developers needed outstanding researchers, comprehensive online selection and ordering tools enabling collaboration between dispersed curators, designers, production companies and other contractors, and unparalleled rights management. Zooid won all three contracts, able to meet and exceed expectations on every front, including tracking down and securing the rights for

some of the most spectacular and rare photographs of the ill-fated ship. The director of the commissioning company simply could not believe the speed, scale and efficiency of Zooid's operation and instructed Richard Philpott to tell his staff what an incredible job they were doing.

Little wonder then that when Event Communications needed to work on a similar scale and with across 5 different production companies and exhibition designers, Zooid acted as the sole content provider for the momentous EPIC The Irish Emigration Museum in Dublin's city centre, researching and clearing over 2,000 subjects (in 11,000 photographs and illustrations and over 1,600 videos) - in just 4 months, to create the award-winning immersive experience. Illustrating the story of Irish culture through the ages called for the sourcing of visual content spread as far around the globe as the diaspora itself, often within the private, personal or family collections. Zooid delivered the project whilst working against the clock, successfully securing rights for even the most obscure "wish-list" requests, defying the odds.

Heritage – looking forwards

At the same time as EPIC, Zooid were commissioned by the National Museum of Scotland in Edinburgh to play a key role in their

80-million-pound redevelopment of 11 huge Victorian galleries, providing footage and photo research, commissioned animations and illustrations for 150 interactive displays, film projections and touchscreens covering art, design, fashion, architecture, history, science and technology. In-house video editing, animation production and image manipulation services were also provided, meeting exceptional image quality demands to create breathtaking panel displays, many over four metres high. The redevelopment has been a roaring success, with NMS now reporting record visitor numbers, three times the level before the redevelopment began and the highest ever in their 150-year history.

Other National Museums in Zooid's experience in Liverpool, Scotland, Wales and the Science Museum in London demonstrate that when a job is large or complex, when copyright requires close scrutiny, when there is no margin for error or delay, when budgets need to be efficient, Zooid provide the only solution!

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