

# ZOOID PICTURES LIMITED

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## When the right image is wrong...

### What's this all about?

Middle East (etc) compliance in imagery is onerous but essential for a growing number of products in an increasing number of markets.

### Why should I care?

- Publishing non-compliant images can result in untold legal, economic and social sanctions
- The Do's and Don'ts in image content is complex, but well-documented (we can help)
- The precise photo or video clip that may be exactly "right" may coincidentally infringe these sensibilities - yet there may be no alternatives readily available.

### Conclusion

Publishers and broadcasters therefore need to allow time for

- longer research periods to locate compliant imagery
- time and money to manipulate imagery to make it compliant
- ensure that you have the licence/right to manipulate the image/s in question!

Please contact us for further information.

See some samples at:

<http://www.zooid.co.uk/news-resources/zemail130630.php>

Richard Philpott  
ZOOID PICTURES LIMITED

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Please call me on +44 20 7267 9990 if you would like to discuss any of the above

Richard Philpott

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