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Contact: Amy Smith [amy@gadoimages.com](mailto:amy@gadoimages.com)

(925) 239-8058

## **Gado Images Launches Visualizing the Valley Initiative, Partners with Silicon Valley Historical Association**

*Through a partnership with Silicon Valley Historical Association, Visualizing the Valley shares historical and contemporary imagery of Silicon Valley*

San Francisco, CA. – October 18, 2016 – [Gado Images](#) today launched a new initiative, [Visualizing the Valley](#), to provide historical and contemporary imagery of Silicon Valley. The initiative will document the Valley from the 1920s through to the present, with a combination of historical photography/footage and up-to-the minute imagery capturing the Valley today. A major component of the initiative is a new partnership with the [Silicon Valley Historical Association \(SVHA\)](#), whose mission is to research and record the history of Silicon Valley. [Visualizing the Valley materials are available for licensing](#) to creatives worldwide.

"The Silicon Valley Historical Association looks forward to a partnership with Gado Images," said John McLaughlin, President of the Silicon Valley Historical Association. "The Historical Association's mission is focused on disseminating information and an understanding how the Silicon Valley came to be. Our archives include thousands of historical photos and exclusive filmed interviews with many of the Valley's world impacting entrepreneurs and inventors including Bill Hewlett, Dave Packard, Steve Jobs, Gordon Moore, Andy Grove and many others. Gado provides an efficient method to reach out to a world audience through their relationship with Getty Images, the world's largest provider of images."

In addition, Visualizing the Valley topics covered include the Valley's early history, the birth of the semiconductor industry, the dot-com bubble, and the rise of new companies like Google and Facebook, as well as venture capital, landmarks, meeting places, laboratories/research centers, and major Valley personalities.

"We aim for comprehensive coverage of the Valley; every time period, every location, and every format, from historical images and footage to contemporary photography, virtual reality content, and even aerial imagery," said Thomas Smith, Co-Founder and CEO, Gado Images. "Our goal is to provide a resource for journalists, scholars, filmmakers, advertisers and other creatives focusing on both Silicon Valley's history and the Valley today."

Visualizing the Valley leverages Gado's Cognitive Metadata Platform™. The Cognitive Metadata Platform™ is a proprietary cloud-based software system which uses groundbreaking technologies like facial recognition, optical character recognition, and neural networks to automatically caption and keyword images. Integrated with services including IBM's Watson, Google's Vision API, and Amazon's Mechanical Turk, the Cognitive Metadata Platform™ allows users to process large volumes of material quickly and increase the searchability and commercial value of digital assets. The Cognitive Metadata Platform™ is currently in private beta.

Gado Images will introduce its Visualizing the Valley initiative at Visual Connections New York on October 27<sup>th</sup>. For more information about Visualizing the Valley, visit [www.gadoimages.com](http://www.gadoimages.com).

#### About Gado Images

Gado Images is a software and media company which uses innovative technologies to digitize and share the world's visual history. The company works with archival collections to find unique, niche content and make it available to creatives worldwide. Gado Images partners with world-class institutions including Johns Hopkins University, Getty Images, Internet Archive, the Afro American Newspapers, and Sheet Music Plus. Gado also partners with small institutions and individuals including Stuart Lutz Historic Documents, Laguna College of Art + Design, the Clarence Gatson Collection, the Elizabeth Morse Collection. The core of Gado Images' services is its Cognitive Metadata Platform™, which uses technologies like facial recognition, optical character recognition, and neural networks to automatically caption and keyword images. This allows the company to process large volumes of material quickly and increase the value of its partners' assets in the licensing market. For more information about Gado Images, please visit them on the web at <http://www.gadoimages.com/>.