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Project Gado Announces Rebranding, Changes Name to Gado Images

Cognitive Metadata Platform^{TM} Enables Organizations to Digitize, Manage, and Monetize Visual Collections, and Distribute Content to a Worldwide Audience

San Francisco, CA. – July 12, 2016 – Project Gado today announced that the company will rebrand as Gado Images, a software and media company which provides innovative technologies and services to digitize, manage, and monetize visual collections including prints, slides, negatives, sheet music, and footage. Gado Images generates revenue for its partners and delivers unique content to creative professionals worldwide.

"When we launched Project Gado in 2010, our mission was about using hardware to reduce the cost of digitization and make it faster and easier to digitize large visual archives," said Thomas Smith, CEO and Co-Founder of Gado Images. "We've accomplished that mission; in part through our work, commercial digitization technologies are now available which allow archives to quickly, inexpensively, and safely digitize their history."

With Gado's original technological mission accomplished, Gado Images is shifting its focus to developing innovative software tools and processes which allow the company to leverage advances in scanning technologies to help its partners digitize, manage, and monetize their collections. While before Project Gado was a hardware company, Gado Images is now a software and content company with an emphasis on finding unique and valuable historical imagery and using innovative technologies to make it available to creatives worldwide.

The core of Gado Images' services is its Cognitive Metadata Platform™, 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 works with leading media companies to distribute its partners' content to creatives worldwide, and where appropriate, to monetize it through licensing. Gado's distribution network includes world-leading media company Getty Images, Sheet Music Plus (the world's largest marketplace for sheet music), and the Internet Archive. Gado's partner archives' images and films have appeared in media including *CNN, The New York Times, People Magazine, Rolling Stone* and *Time Magazine*, and have been used everywhere from the US and UK to India, Taiwan and South Korea. Gado Images monetizes all types of collections, and can work with organizations to distribute Public Domain and free

content as well. If an organization already does licensing on a small scale, Gado can work alongside existing processes and give that organization's content a new, global reach.

To partner with Gado Images or learn more about their technologies and services, visit them on the web at 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, and Aalto University. 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/.