



The Egg helps Journalists get closer to Brad Pitt!

The Client

A-Link represents the archives of several international celebrity photo & content providers and is responsible for selling those photos to Newspapers and magazines around Asia.

Picture	Category / Story	Provider	Price	Frontpage / Coverable	Status	
	Sports / Others	one	500.00	Yes / Yes	Normal	[edit] [exclusive setting]
	Sports / NBA 2005	one	500.00	Yes / Yes	Normal	[edit] [exclusive setting]
	Sports / Others	one	500.00	No / Yes	Normal	[edit] [exclusive setting]
	Sports / MTV Awards 2005	Provider TWO	350.00	No / Yes	Normal	[edit] [exclusive setting]
	Paparazzi / Story From Title	Provider TWO	350.00	No / Yes	Normal	[edit] [exclusive setting]
	Sports / OTHER (H)	Provider TWO	350.00	No / Yes	Normal	[edit] [exclusive setting]

Highlights

- Development of massive online photo archive with ordering system
- Streamlining search, selection and ordering of photos for journalists
- High resolution file download and monthly billing utility
- Application deployed on MySQL database using PHP Programming language

The Challenge

Up until working with The Egg, A-Link handled all of its image requests manually – uploading & downloading files using FTP; sending emails back & forth; tracking records using a spreadsheet, etc. These manual operations required heavy workload & use of valuable resources.

A-Link wanted to create a web based system which would allow its clients to access and select photos directly. Journalists wanted to search for photos that they needed for a story and download the high resolution file instantly in time to meet their publishing deadline.

The Solution

A web application was developed featuring a flexible search engine to search the photo archives. Journalists are able login to the website and find their desired photo easily e.g. Brad Pitt and Angelina Jolie on Holiday. Once they have chosen an image they can download it and this “transaction” is recorded into the system for the administrator to issue the invoice and collect payment at the end of each month.

This greatly improves the efficiency for A-link and helps Journalists meet their deadline!