DAM Consulting Services
Peter Krogh - Consultant

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Statement of Qualifications

Peter Krogh is a world renowned subject-matter expert on Digital Asset Management for photographic images, and offers consulting services for all components of image preservation, management and access. These services can range from project design, through project management and implementation. He brings unmatched industry knowledge to his projects, with a deep understanding of the entire digital photography ecosystem.

Publications:

The DAM Book, Digital Asset Management for Photographers **(O'Reilly 2006 and 2009)** This best-selling book is the only published body of work that deals comprehensively with the issues surrounding the construction and management of digital photo collections. It is published in 4 languages (English, German, Spanish and French). The book outlines the interaction of all phases of the digital image ecosystem: formats, storage hardware, metadata, image processing, data verification, and workflow.

Principle Author, *dpBestflow.org* - Funded by the US Library of Congress, published by the American Society of Media Photographers The dpBestflow project was funded by the US Library of Congress (LOC) through the National Digital Information Infrastructure Preservation Program (NDIIPP), an outreach effort by the LOC to enable preservation and access to born-digital creative works. The $485,000 matching funds award funded the creation of an extremely comprehensive multimedia resource that is freely available to all stakeholders in digital photography collections.

***Non-destructive Image Editing* - White Paper - Adobe Systems Inc (2007)** This white paper describes the development and use of non-destructive image editing software for editing still photography images. Adobe was concerned that there was a fundamental lack of understanding among photographic image stakeholders about the nature of non-destructive image editing software. Additionally, Adobe wished to develop standardized terminology to describe the technology, in order to foster a more precise base of knowledge and discussion in the industry.

***DNG File Format* - White Paper - Adobe Systems (to be released 2013)** This white paper describes the structure and use of the Digital Negative (DNG) file format in non--destructive image editing. The paper translated the highly technical information outlined in the DNG specification and outlines its usefulness for all stakeholders in photographic image collections. In particular, the paper outlines how the nature of parametric image editing has created a need of new format capabilities and how the DNG addresses those vulnerabilities and opportunities.

***Camera Scans - Using a Digital Camera as a Film Scanner* - White Paper - IS&T Archiving 2009 Conference** The IS&T Archiving Conference is a gathering of stakeholders in the imaging industry, with an emphasis on technical issues in the Cultural Heritage arena. Presenters and representatives include imaging scientists, academics, solution providers, collection managers from companies, museums and universities worldwide. This paper presented original research on the use of a digital camera as a high-quality, high-speed film scanner. It outlined the hardware, software and workflow systems for a successful implementation of a camera scanning operation.

***Image Validation in End-to-End Workflows* - White Paper - IS&T Archiving 2010 Conference** This paper presented original research on the practical data validation for image files in real-world workflow. In it, the author discussed the difficulties that are inherent in determining whether stored digital files are intact. The paper further presents data validation techniques that were incorporated in the DNG file format with the direct collaboration with the author.

Contributing Author and Founding Member, ***Universal Photographic Digital Imaging Guidelines (UPDIG)*** The UPDIG Coalition is a worldwide consortium of photographic associations, which outlines universal principles in digital photographic imaging. It publishes a guide to best practice in image handling.

Consulting Clients

Listed below are a sample of Peter Krogh's consulting clients.

Academy of Motion Picture Arts and Sciences (AMPAS) - AMPAS has a large image archive, particularly related to the yearly Oscar Awards telecast. I advised the AMPAS director of photography on metadata, storage, tagging, workflow and server implementation. In onsite and telephone consultation, we purchased and implemented dedicated server hardware, backup protocol, and metadata policy. Additionally, I trained their photographic contractors in creating images that are system-compliant.

Johns Hopkins University, Krieger School of Arts and Sciences - The Krieger School has a large digital image library dating back more than a decade. Until now, no established policy was in place to ensure metadata consistency, image preservation, image security nor to provide for efficient workflow. The contract calls for a multi-phase consulting relationship, consisting of several parts:

Phase 1 - Evaluation of current archive and workflow
Phase 2 - Proposal for scope of work
Phase 3 - Creation of Metadata Policy framework
Phase 4 - Systems design for private archive and for web-based distribution
Phase 5 - Consultation on the implementation phase

Prerelease Alpha Program, Adobe Systems, with a concentration on Photoshop and Lightroom (2004-Present). The "Alpha testers" are a small group of industry experts that Adobe uses to determine what functions should be included in the upcoming versions of its Photoshop and Lightroom software. Typically, this involves extensive in-person and online conversations about digital imaging and software functions. Peter Krogh's involvement has been concentrated on image management, metadata schema, workflow principles, the DNG file format, and data validation.

The consultant relationship has also included the White Papers mentioned above, as well as numerous presentation of technical material to many different stakeholders in the photographic industry.

World Press Photo (2011) As part of an educational program targeted at African photographers, Peter Krogh is serving as a writer and producer of an extensive educational website. This resource outlines business and technical best practices, and offers instruction in workflow targeted to the resources available to developing world photographers.

Microsoft Rich Media Group (2007-2010) The Rich Media Group was a division of Microsoft that concentrated on the development of tools for professional photographers. This included software design and implementation, file format design, core operating system functionality, and technical and creative outreach to the photographic community. In my role as a consultant, I participated in all of those endeavors, with a concentration on technical issues for organization, image preservation and workflow.

Eselis/Cyprus Press Information Office - Implementation of Camera Scanning System - Under a contract from Eselis, I procured, delivered and implemented a camera scanning system to digitize the photographic negative archive held by the Press Information Office of the gov-

ernment of Cyprus. through the use of custom-created hardware and innovative techniques, we were able to dramatically reduce the time required to make high-quality digitizations of film originals.

Representation

Selection Jury, IS&T Archiving 2011 Conference Peter Krogh is part of the review jury for the 2011 papers.

Representative, National Digital Stewardship Alliance (2010-Present) The NDSA is a US Library of Congress project that is an outgrowth of the NDIIPP effort discussed above. The NDSA brings together academic researchers, industry representatives and practitioners in an effort to identify and promote best practice in digital preservation and access.

Board Member, American Society of Media Photographers (2003-2010) ASMP is the premier trade organization of publication photographers.

Individual Innovation Award, U.S. Library of Congress (July 2012) Received the National Digital Stewardship Alliance's Individual Innovation Award for ongoing work in the preservation of digital creative works.

Further information available upon request.