Statement of Qualifications

Peter Krogh - Consultant

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Peter Krogh is a world renowned subject-matter expert on Digital Asset Management for photographic images, including all components of media workflow, software, digitization and archive design. His experience includes thought leadership, industry advocacy, product design, book writing, lectures and other training. He brings unmatched industry knowledge to his projects, with a deep understanding of the entire digital media ecosystem.

Peter's deep experience in all aspects of digital image production allow him to understand the perspectives of all staff and stakeholders: including photographer, department manager, production team, IT team, service provider, communications team, and client. He brings a 360 degree understanding to workflow design and implementation, balancing the objectives, challenges and requirements of each part of the team.

Consulting Clients

Listed below is a sample of Peter Krogh's consulting clients (where allowed by NDA).

National Archives and Records Administration (2014-Present) - Assisting in the implementation of digital scanning system for physical materials. The project includes specification of scanning gear, software selection, Lightroom workflow implementation and staff training.

US Library of Congress (2015- 2019)
Advising the conservation division on efficient camera scanning workflow. This includes analysis of existing workflow practices and creation of new workflow methods for a department of 50 conservationists. The project includes system setup, Lightroom workflow design, production of training materials and ongoing consultation.

GS1 (2014-2015)
GS1 is the international organization that manages the UPC price code standard. I helped the international organization create standards to extend the Global Trade Identification Number (GTIN) into digital media. This work has included design of coming standards, as well as work with the IPTC technical advisory board to include the GTIN in the November 2014 revision of the IPTC schema.

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 on-site 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.

World Press Photo (2011) As part of an educational program targeted at African photographers, I served as a writer and producer of an extensive educational website (www.shutha.org). 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.

Delta Airlines - Assisted in the evaluation of a company-wide Digital Asset Management implementation. Helped develop specifications for the system as well as custom taxonomy and format specification requirements.

Frans Lanting Photographer - Assisting one of the world's foremost wildlife photographers in the development of an archival quality digital storage system and workflow management.

World Wildlife Fund - Assist in the selection of Digital Asset Management system for the creative team. Interviewed candidates for a permanent position, evaluating technical expertise.

Selected Publications:

The DAM Book 3.0 **(DAM Useful 2018)** This updated version of the seminal publication for O'Reilly describes the ecosystem for media creation, management and deployment in a connected world. A complete rewrite of the previous versions of the book, it incorporates the use of cloud services, machine learning, connected data and complex image objects into a comprehensive description of the visual media landscape.

***Digitizing Your Photos with you Camera and Lightroom* (DAM Useful 2017)** A multimedia eBook which outlines a comprehensive approach to mass scanning of photographic materials using a digital camera. The book outlines each phase of the process, from planning, through equipment selection, workflow, annotation, curation, and publication.

***Organizing Your Photos with Lightroom* (DAM Useful 2013)** A multimedia eBook which outlines a structured approach to the creation of a Photo Library using Adobe Photoshop Lightroom. The book breaks the process into three phases labeled as Store, Tag and Create. 208 pages, 7 hours of embedded video.

***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.

The Role of Technology (Chapter in the ASMP Guide to New Markets in Photography - 2012) This chapter provides a technological context for photographers building businesses in the world of new media. It outlines the important forces that are shaping new media, and deconstructs development so that an independent creator can analyze where opportunities exist.

Principle Author, *dpBestflow.org* (Funded by the US Library of Congress, published by the American Society of Media Photographers 2011) 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 supported 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.

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.

Product Work

Tandem Vault - Chief Product Officer (January 2020-present)
Tandem Vault is a 10 year old cloud-based DAM application for photos, video and other document types. As CPO, I am responsible for the design of all functionality in the system, including user interface design, digital object handling, information architecture, metadata support and total user experience.

History Factory - Acting Director of Digital Strategy (2018-2019)
History Factory is 40 year old company specializing in heritage-based storytelling for institutions and physical object archiving. In my role as Acting Director of Digital Strategy, I was responsible for a large portfolio of digital-related services. These responsibilities include contracting for IT and technical services, development of digital archiving products, evaluation of client technical needs and the creation of camera-based scanning systems.

PhotoShelter Libris - Product Architect (July 2014-March 2017)
PhotoShelter is a leading provider of web services for professional photographers. I was hired in 2014 to create Libris, an entirely new division of the company which provides cloud photo services to organizations. As Product Architect, I was responsible for product UX, scope,

functionality and rollout strategy. Worked with the Director of Engineering and his team of developers to create the new service, launching on our original target date. At the end of my tenure, our clients included more than half of the NFL, 150 colleges and universities, corporations such as Delta Airlines and ConocoPhillips, and numerous government agencies.

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. My 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.

Presentations

Experienced presenter, giving programs to groups on 5 continents. Listed below is example of presentations made to the SXSW Interactive conference over the last 5 years.

SXSW 2017 - Adding Meaning and Context to Visual Imagery - Presented with Anna Dickson, Google Photos team, and Ramesh Jain, UC Irvine Bren Distinguished Professor, specializing in computer vision. This presentation outlined the capabilities and limitations of computer vision as a commodity, and alternative metadata schemas to fit in the gaps.

SXSW 2016 - The Rise of the Visual Strategist - Co-presented with Dennis Keeley, Chair of Photography and Imaging Program at The Art Center College of Design, Los Angeles. This presentation outlined the needs of corporations to develop infrastructure and expertise to confront the challenges of visual communication in the mobile era.

SXSW 2015 - Sustainable Photography in a Disintermediated Era - This panel discussion focused on the new market opportunities that photography-based communication creates in an era of media fragementation.

SXSW 2013 - Media Management and the Creative Process - This solo presentation deconstructed the dialectic between the orderliness and discipline required for effective media management and the messy process of creativity.

Representation

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

Representative, National Digital Stewardship Alliance (2010-2015) 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.

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