

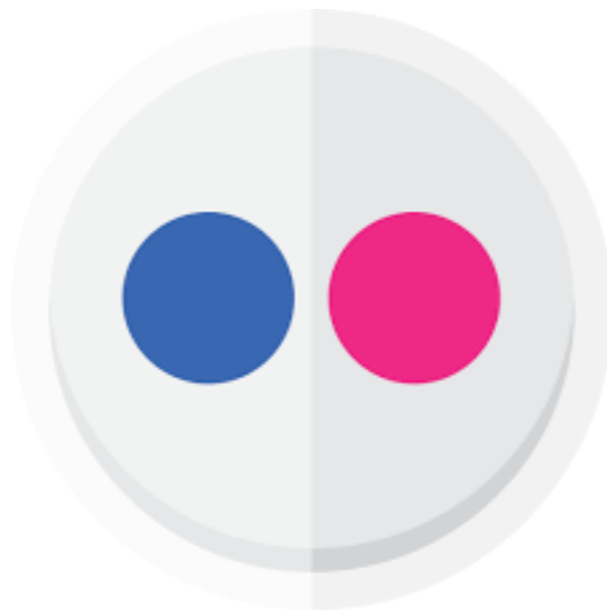


ugc gallery

paul stodart
canon europe

canon is..
a camera manufacturer

canon is..
an imaging company



1.8 million
canon images on flickr



1.8 billion
images shared per day

**“let’s build a gallery for
users to upload their
images”**

- every marketing graduate to ever work at Canon



comments

search

win a camera

porn

awards

exif data

nikon

upload form

maximum file size

moderation

copyright

hackers

advertisers



approach



the basics

a bit more

the rest

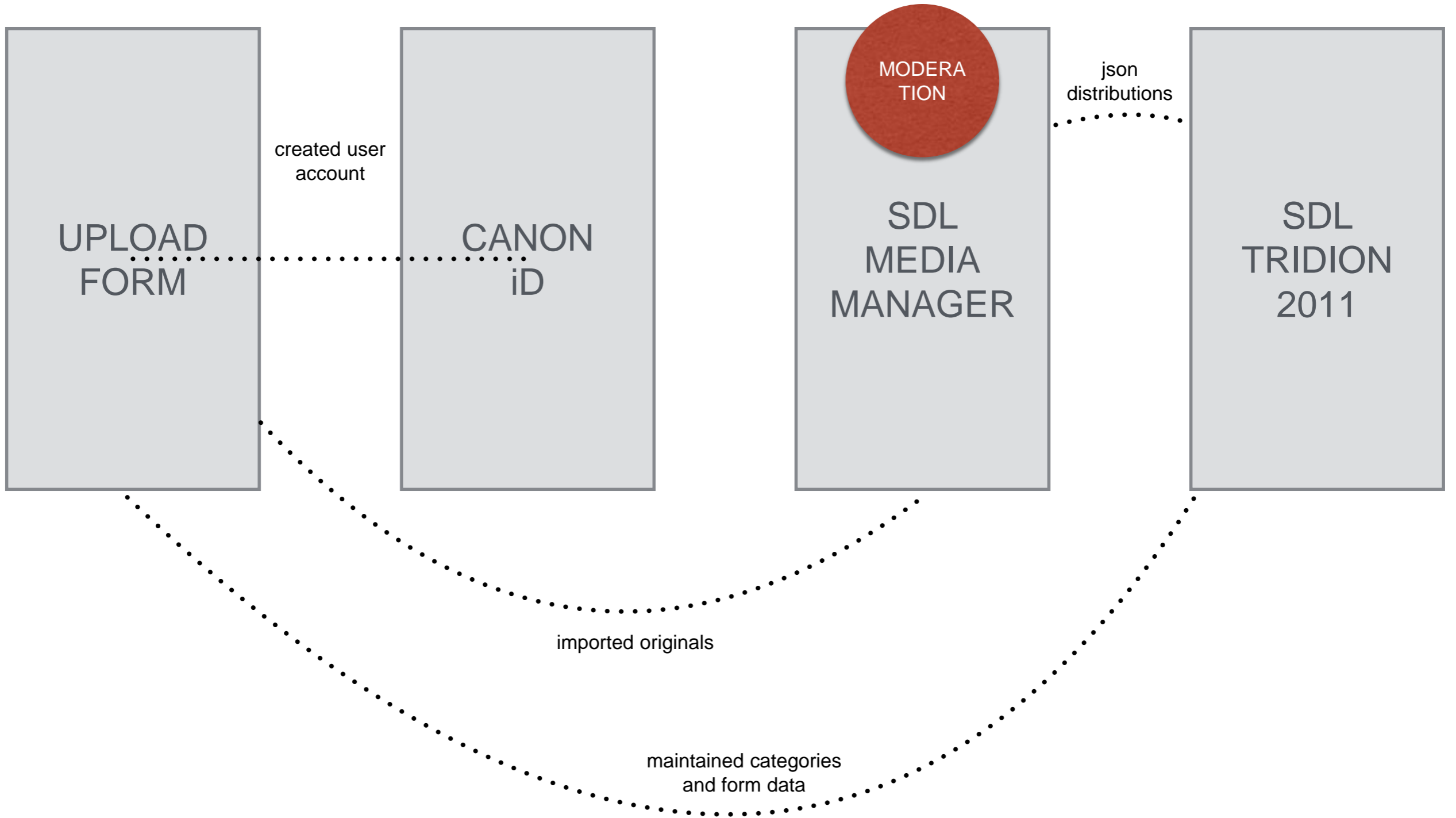
UPLOAD
FORM

CANON
iD

SDL
MEDIA
MANAGER

SDL
TRIDION
2011

starting point



Upload
 Delete
 Save
 Edit Properties
 Delete
 Export
 Create Program
 Move
 Copy

Media Content Explorer > Canon - UGC > Canon - UGC

Search
Advanced search

Canon - UGC

Assets Programs Distributions

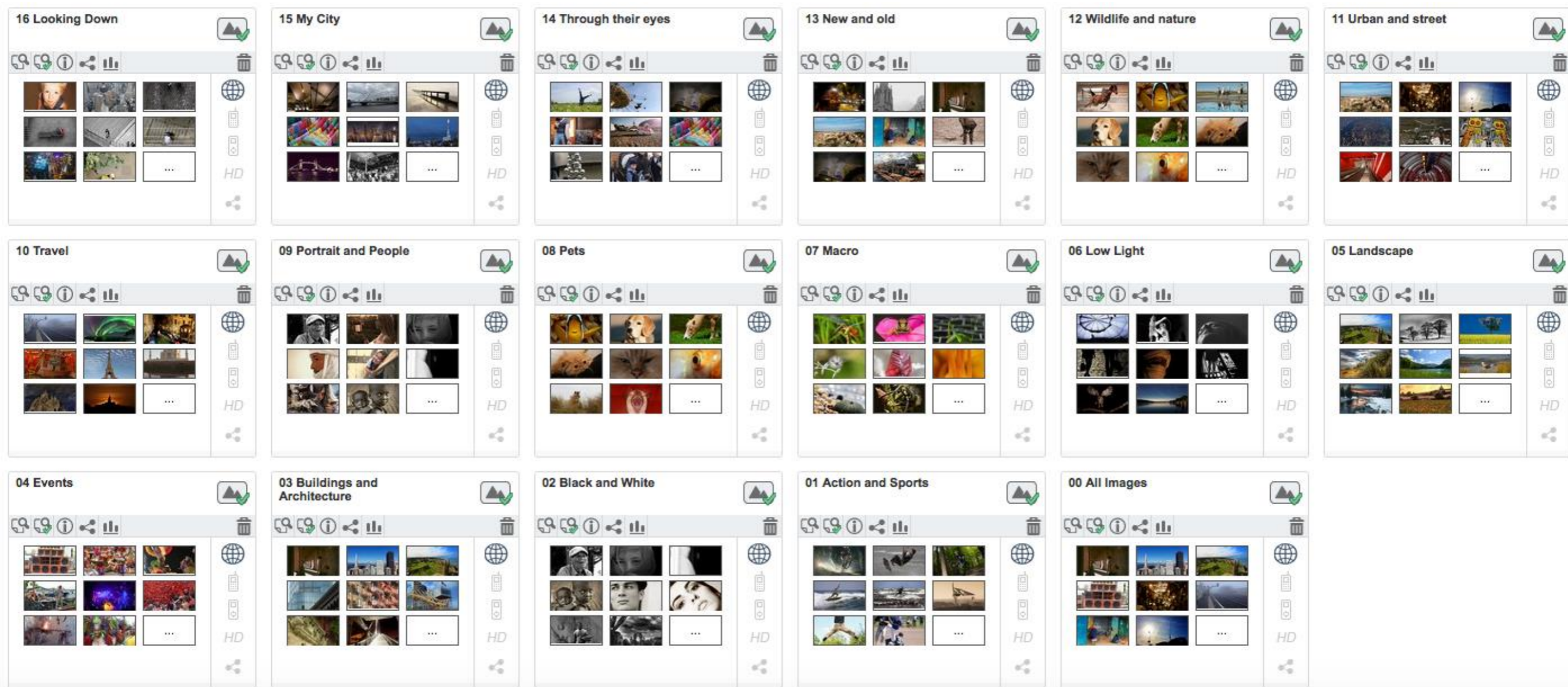
Select all Deselect all

Per page 30 1, 2, 3 ... > | 584 >> GO

- Structure**
- Accounts:
Canon - UGC
- Clients:
Canon - UGC
- Folders**
- 00 Imported Images (0)
 - Aashiya akram ali (0)
 - Hitesh Ramraje (0)
 - Nihal Ahmad (0)
 - Vivek Singh Sohal (0)
 - 5D Competition (1)
 - Late (9)
 - Live (12556)
 - ZZ Infected Images (7)
 - 99 Escalated Images (1)
 - 99 Rejected Images (12)
 - 01 July (13)
 - 02 August (26)
 - 03 September (805)
 - 04 October (333)
 - November (14)
 - OCT UGC (35)
 - 99 Test Images (226)
 - Duplicate images (698)
 - Import TEST SDL (5)
 - Test Winter competition (33)
 - 2015 (0)

<p>Nebellandschaft</p>	<p>Nebelwald</p>	<p>Herbstzauber II.</p>	<p>Herbstzauber</p>	<p>Passeggiata al parco</p>	<p>Suggestioni</p>
<p>3, 2, 1 ... Start!</p>	<p>Auf den (Winter-)Hun...</p>	<p>3115.jpg</p>	<p>lago DOrta a novembr...</p>	<p>Wintry Waves</p>	<p>uuu</p>
<p>London life</p>	<p>Fall fontaine</p>	<p>Lecciones</p>	<p>BUJARUELO</p>	<p>Ventana al Invierno</p>	<p>Soft light and snow</p>
<p>Snow-sunlight-shade</p>	<p>Winter in the city</p>	<p>Winter in Berlin</p>	<p>Sole tra le nubi</p>	<p>Tiempo de castañas</p>	<p>A nudez das árvores</p>

imported images



moderation - distributions

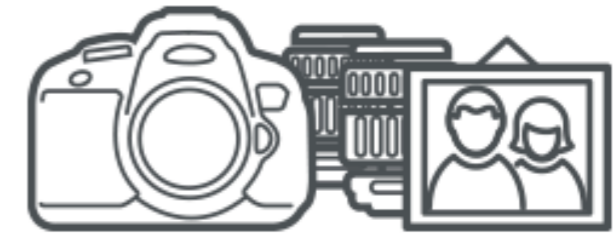
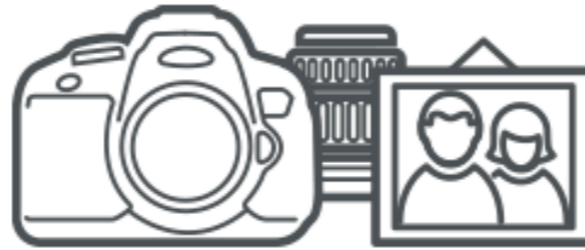
Category

Travel



the gallery

Prizes



Third

200 Shortlisted winners will each win a special edition EOS 5D anniversary camera strap.

Second

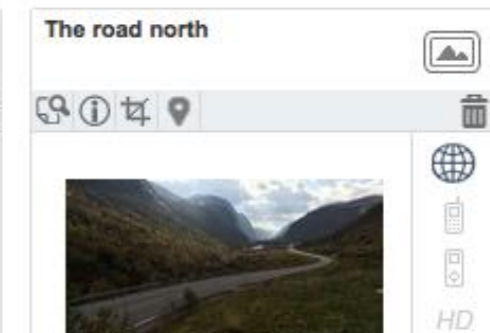
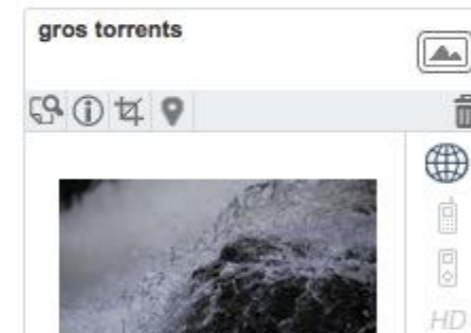
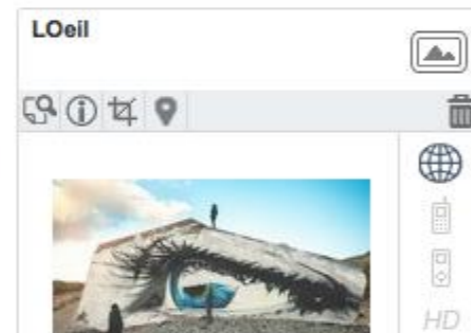
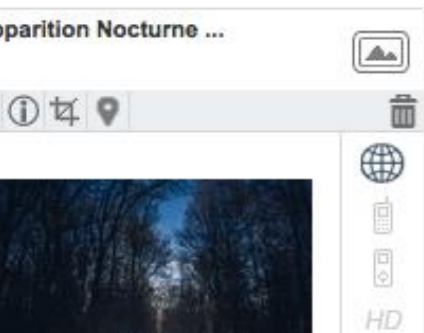
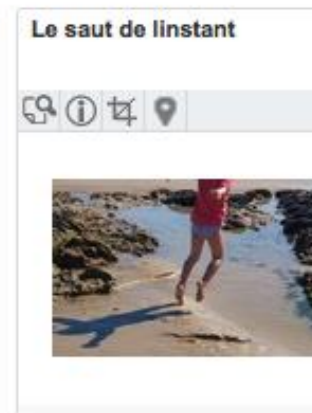
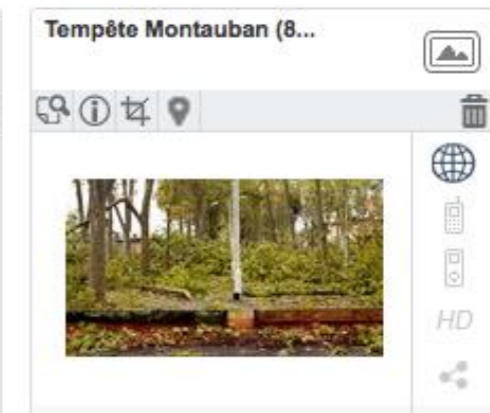
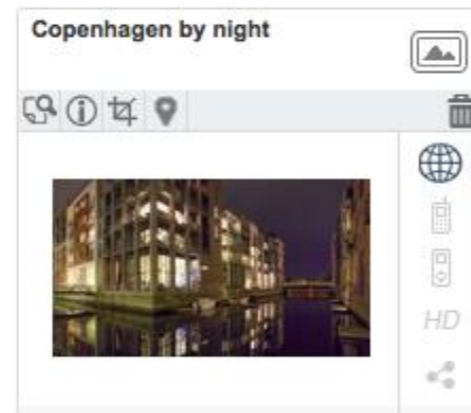
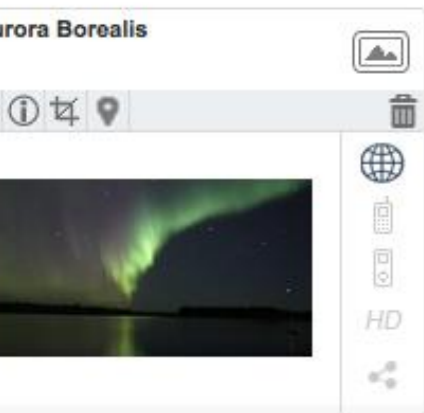
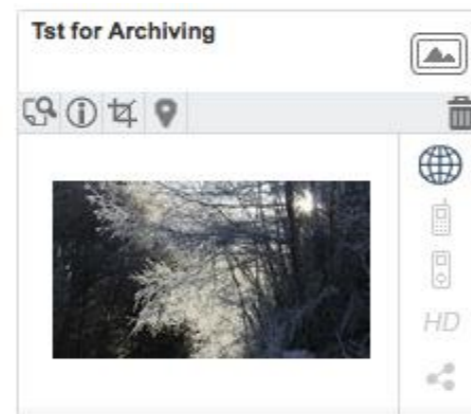
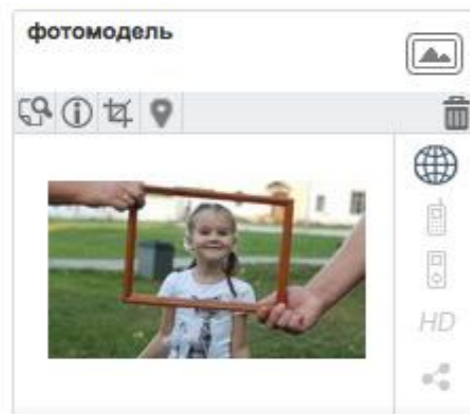
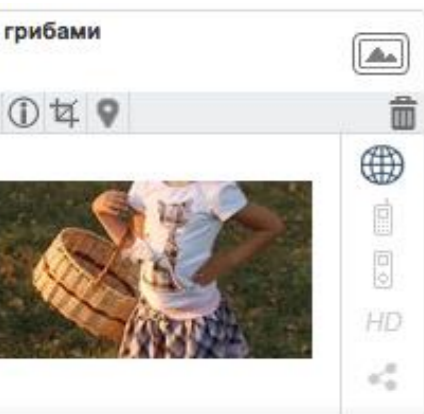
10 Finalists will also win a **EOS 5D Mark III** camera, a **EF 24-105mm f/4L IS USM** lens and printed copy of their winning entry.

First

1 Grand prize winner will also win their choice of one of the following Canon products: a **EF 70-200mm f/2.8L IS II USM**, **EF 16-35mm f/2.8L II USM** or **EF 85mm f/1.2L II USM**.



12,556 images





Canon EOS 70D

EF100mm f/2.8L Macro IS USM

f/5.0

1/400 sec

ISO ISO-100

Win a trip to California

Share your unique winter perspective and you could be going to California with Need for Speed, £900 in Canon gear, an Xbox One and other great prizes.

more functionality

35,000+ images

search and filtering

SDL
MEDIA
MANAGER

SQL dB
&
GOOGLE
SA

SDL
TRIDION

**“all images taken with a Canon EOS 60D,
with a very shallow depth of field”**



“all images with blood moon in the title or description”



“all images with a wide angle lens”



web

mobile apps

instore displays

thank you

Winter photography competition

For a chance to win a trip to California, capture and share your unique perspective of winter with us.

[Enter competition](#)

