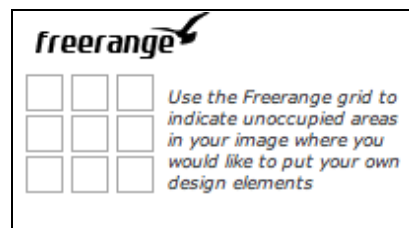




New York, NY, Feb. 14, 2008. Digital Art site Zymmetrical, the first user generated marketplace for photography, video, fonts and graphics where members can price their offering, today announced the launch of its new “expanded search”, reinventing the search for visuals. With hundreds of millions of images and graphics available in the stock photography world, the “expanded search” delivers the highly-focused results that buyers need.

After extensively researching and analyzing user needs, the Zymmetrical team has created new query tools that allow for a more natural approach to finding the perfect video, graphic, font or image; all at a budget-friendly price.

The Freerange <sup>TM</sup> option allows users to find images with a designated area of blank or clutter-free space to facilitate adding a logo or text. When combined with the Color Picker tool, which allows users to select the dominant color of a visual, the result is a highly accurate result. “Image buyers already know what they need when they perform a search,” says Keith Tuomi, CEO and founder of Zymmetrical, “our new tools allow them to get to the perfect result much faster.”.



Zymmetrical’s breakthrough approach to search blends a semantic search with a purely intuitive experience. While the majority of midstock and microstock sites rely heavily on a basic keyword search, Zymmetrical is building a user-friendly site with intelligent search options.

The many “expanded search” tools work in perfect combination with each other, acting as a virtual search assistant, quickly filtering out the unnecessary content explains Tuomi. “We have sprinkled some human intelligence in our search tools”, he continues, “making it more useful and less complicated”.

Zymmetrical is also the first and only midstock site to offer a Free Firefox plug-in ([available here](#)) that allows to search right from your tool bar.

With traffic doubling every six months, Zymmetrical is quickly becoming a familiar destination for anyone in need of a video, font, graphic or photograph. Moreover, available in 8 different languages, it is fast becoming the preferred creative tool to a large international community of art buyers.

### About Zymmetrical.com:

Created in 2006, ***Zymmetrical*** offers a unique one-stop-shop experience for creative professionals worldwide looking to greatly expand their inspiration. It is the premier destination for user-generated royalty-free photos, graphics, videos and fonts at budget friendly price. ***Zymmetrical*** features a high-end technology platform, a Fair Trade approach to crowd sourcing and a Google-Search friendly design maintained by a highly dedicated international team. Visit <http://www.zymmetrical.com> for more information.

Expanded Search

Keywords

Enter search words to include

Enter search words to exclude

Enter filename

Include people?

all

+

-

No Preference

Options

Choose file type

all

All types

Choose file orientation

all

All Orientations

Choose sort order

Highest ZyRank

Filter by Artist Name

Extras

freerange

Use the Freerange grid to indicate unoccupied areas in your image where you would like to put your own design elements

Type in or pick a hex color

Include adult content?

all

All Content

# of results per page:

21

Search

*Illustration 1: Screenshot of the “expanded search” tools as seen on <http://www.Zymmetrical.com>*

## Fair trade and new tools. Zymmetrical champions innovation