**Pucker Images Press Release Addendum – Additional Drivers of Demand (3/5/15)**

In addition to macro drivers like online user growth and advances in printing, are:

• Improvements in bandwidth and the ability to download high quality images • More websites & blogs needing images • More communication channels needing images (eg., email, social media, display ads) • More devices offering quality visual experiences (eg., mobile and tablets)

• Increasing frequency of communications using images (eg., monthly eNewsletters) • The ability to make numerous custom [printed products](http://www.puckerimages.com/printer-links/) with images online • Google, Bing and Yahoo increasing awareness of the availability of digital images • Businesses needing to use stock images to avoid expensive photo shoots • Wider recognition that communications effectiveness increases with [images](http://en.wikipedia.org/wiki/Visual_communication) • Better, more affordable image manipulation software and storage options • Increasing incomes in developing economies (eg., Brazil, Russia, India, China)

Demand for images is so great that customers put up with cluttered sites, complex and restrictive licensing agreements, and high prices.