**Pucker Images Press Release Addendum (3/5/15)**

**The Difficulty of Finding Images Without Backgrounds** If you do a search for X (fill in the blank) images without backgrounds today:

* You get X background images, the opposite of what you’re looking for
* You get X images shot on white and other backgrounds
* And you get posts on how to remove backgrounds, which require software and time

The net result is the search experience for images without backgrounds is a mish mash of mostly the wrong images. Below is a Google search example for fruit images without backgrounds. The only one that’s cutout is the Pucker Apple cross-section. The same issue occurs when using keyword search within competitor sites eg., [Shutterstock](http://www.shutterstock.com/cat.mhtml?lang=en&language=en&ref_site=photo&search_source=search_form&version=llv1&anyorall=all&safesearch=1&use_local_boost=1&search_tracking_id=bGtygnfl8_Lqx3QWguh3gg&searchterm=fruit+images+without+backgrounds&show_color_wheel=1&orient=&commercial_ok=&media_type=images&search_cat=&searchtermx=&photographer_name=&people_gender=&people_age=&people_ethnicity=&people_number=&color=).

