

# **How to Include Photographs in the Peck Proprietary Multimedia**

Eduneer, LLC  
Greg Sepesi  
sepesi@eduneer.com  
2007 June 29

## **1. Why include photographs in the Peck proprietary multimedia?**

The reason the Peck bird information manager is both extensive as well as inexpensive is that much of the work is motivated by a passion rather than a paycheck. While it is unlikely that any one person or organization will get rich from including photographs in the Peck proprietary multimedia, royalties are a nice acknowledgement and a monetary “thank you” for advancing the state of reference information for birders. The royalty schedule is defined in the permission to use agreement available at

[http://www.eduneer.com/peck/peck\\_photo\\_permission.pdf](http://www.eduneer.com/peck/peck_photo_permission.pdf).

## **2. When are photographs included in the Peck proprietary multimedia?**

You can submit photographs anytime. About once a year, the Peck proprietary multimedia is updated to improve the quality and quantity of the multimedia.

## **3. How is the Peck proprietary multimedia protected against illegal copying?**

Eduneer’s foremost responsibility to those including their intellectual property in the Peck proprietary multimedia is to keep that intellectual property safe. There are several approaches to meeting this responsibility. Eduneer uses encryption: the recordings and photographs included in the Peck proprietary multimedia are encrypted according to the unique identification number of the user’s SecureDigital card. This strategy allows people to freely copy the encrypted multimedia, but the multimedia is not accessible unless it is

- presented by the Peck application, and
- stored on the SD card for which the multimedia was encrypted.

This encryption strategy does not unnecessarily constrain legal copying of the Peck proprietary multimedia. For example, a user can legally make a backup copy of the SecureDigital card before erasing the card and using it in a digital camera. When done using the camera, the user can copy the backup copy back to the SecureDigital card. Therefore the encryption strategy protects the intellectual property owners while allowing the users to get the fullest use of their SecureDigital cards.

#### **4. Where can I find more information about the Peck application and the Peck proprietary multimedia?**

Because the Peck proprietary multimedia is a compilation of the work of many individuals and organizations, it is important for it to be as transparent as possible. A lot of information about the project is posted at

<http://www.eduneer.com/peck/index.html>

#### **5. Which file formats are acceptable for submitting photographs?**

Submitted photographs should be in the JPEG file format. When preparing the photographs, remember that the screens of handheld electronics are small and therefore the photographs should be cropped to show more bird and less background.

#### **6. How do I submit photographs?**

a) Join the Google group at

<http://groups.google.com/group/peckphotographs>

by visiting the group, clicking on the “Apply for group membership” link, and answering the one rather simple application question. Typically, group membership applications are accepted within one business day.

b) Fill out the permission to use agreement available at

[http://www.eduneer.com/peck/peck\\_photo\\_agreement.pdf](http://www.eduneer.com/peck/peck_photo_agreement.pdf),

including ‘Exhibit A’ that lists the photographs you want to be considered for inclusion in the Peck proprietary multimedia. Some people post their photographs (at least temporarily) on-line and therefore can list each photograph’s URL in ‘Exhibit A’. Other people prefer to avoid having their photographs on-line and therefore send them on a CD, with ‘Exhibit A’ listing the filenames of the photographs.

c) Mail a signed copy of the permission to use agreement (and the CD if the photographs are not on-line) to

Eduneer LLC  
P.O. Box 11495  
Lynchburg, VA 24506-1495

A copy of the signed agreement will be returned to you for your records in about a month. You will also receive your assigned photographer ID that embeds in filenames to identify you as the source of your included photographs, and identifies your portion of the royalty payment information presented in the quarterly royalty payment report posted to

<http://groups.google.com/group/peckphotographs>

- d) If you already have a fully signed copy of the permission to use agreement and you want to submit more photographs, you have a couple options. Perhaps the easiest is to embed your photographer ID into the filename of the photographs and post them to the 'Files' section of <http://groups.google.com/group/peckphotographs>. Another option, if the photographs are on-line, is to email the URLs of the additional photographs to me at

sepesi@eduneer.com

- e) Eduneer is required to file a W-9 information return with the IRS or start withholding taxes from your royalty payments. Therefore to avoid the tax withholding by Eduneer, after you have received a royalty payment from Eduneer fill out a W-9 form available at

[www.irs.gov/pub/irs-pdf/fw9.pdf](http://www.irs.gov/pub/irs-pdf/fw9.pdf)

and mail it to

Eduneer  
P.O. Box 11495  
Lynchburg, VA 24506-1495

## **7. How do I unsubmit photographs?**

If you decide to no longer have your photographs included in future versions of the Peck proprietary multimedia, sign one copy of the cancellation notice available at

[http://www.eduneer.com/peck/peck\\_photo\\_cancellation.pdf](http://www.eduneer.com/peck/peck_photo_cancellation.pdf)

and mail it to

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