

Press Release

ClipDealer.de provides quality guarantee for royalty-free media

Munich, 30.09.2009 – ClipDealer, an online marketplace for royalty-free media is enhancing its quality commitment with a money back guarantee. Customers can rest assured that ClipDealer.de provides only media of a high technical quality that have been rigorously checked.

"The technical quality of the media offered on ClipDealer has played a central role since the company was first set up," explains Markus Hein, Managing Director of ClipDealer GmbH. "Hence, our editorial team checks not only the content and legal aspects of every single medium, but also searches for any defects in quality." With royalty-free video footage, photos, vector graphics, sounds and music, only material meeting the high, verified quality standards is on offer on ClipDealer. Should a photo display quality deficiencies such as blurring, unclean edges or high image noise, the medium is refused and not released for sale.

"Customers gain even further assurance from our quality commitment and the money back guarantee," says Markus Hein. Should a medium still display technical flaws and if as a result it is no longer of use to the customer, ClipDealer will refund the sale price or credit the customer's account.

About ClipDealer

ClipDealer GmbH was founded in September 2007 in Munich by Markus Hein and Tiburon Partners AG. The platform (www.ClipDealer.com) launched in March 2008. ClipDealer is Europe's largest online marketplace for royalty-free video footage clips in the medium price segment. The company employs eight staff. ClipDealer's unique selling point is the free upload and keywording of media for top sellers. The platform is based on technology developed by ClipDealer itself. The aim is to expand ClipDealer by the end of 2010 into one of the top 3 online marketplaces worldwide for royalty-free media. Markus Hein and CTO Harald Lapp were also responsible for designing and developing pixelio.de, the picture database for free, royalty-free photos.

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