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Big Easy Blows Barriers Away

Unbundled Low Price makes it easy to enter the footage industry

/24-7PressRelease/ - LONDON, UK, May 17, 2008 - The Big Easy modular video, stills and music library software has been unbundled. Choose one from these three modules: footage, stills, music. For only GBP3,000 anybody can compete with the big boys - the price of one module is now lower than ever. It's probably the lowest cost full-featured library software on the market at this time.

But the product is still the same high quality. A senior ex-Corbis executive recently told them that The Big Easy bundled product - at GBP4,500 - was superior to the Corbis system after the latter had spent millions and millions on their software. The digital revolution has massively lowered the barriers to entry into this market and now system costs have done so too. What makes The Big Easy special? For sure it's price, but what about quality and features?

The software was designed in response to both market and clients' needs and incorporates all the top level features needed for a full commercial library - but it's priced at start-up levels. As befits its name, ease of use is paramount, both for the end-user purchasing clips, and the site owner/webmaster who can oversee the process of managing clips and sales in the administration area and even work with built in SEO tools to dramatically increase traffic.

With the ubiquity of digital cameras, both still and video, and other recording methods such as webcams, mobile phones, and music creation software, the age of user-created content and self-distribution has truly begun. The Big Easy provides the ideal, scalable platform for entry into the business of video, stills or music sales, including full-ecommerce fulfilment. The Big Easy team offer to replicate the look of client's websites to aid the smooth acquisition of customers, who will see the same "front end" as they are handed over to The Big Easy's servers where they can search and purchase media. As ever, the Big Easy's "15 working days to market" is part of this outstanding package, which lowers the barriers to entry into this growing industry.

Further modules can be purchased as add-ins as the business expands.

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