

## PacaSearch at Visual Connections

*“PacaSearch saved my a--!”*

This is a phrase expressed more than once this year at the Visual Connections Conference in New York City in October. Among the other great image collections that demonstrated their uniqueness to potential clients, PacaSearch had a popular booth at Visual Connections.

The Picture Archive Council of America (PACA) has brought together almost all of its e-commerce enabled agencies and image collections to be accessed at one location – [www.pacasearch.com](http://www.pacasearch.com). This means images available for licensing can be found at one site. This differentiates from Google, where images are not copyright, trademark and release protected.

Some of the client comments about PacaSearch heard at Visual Connections this year:

- *“We use agencies that are part of PacaSearch more often than those that are not.”*
- *“PacaSearch cuts my research time in half. It’s amazing! What a cost savings.”*
- *“I never would have thought that agency would have that image. What a great way to find new sources of imagery that are unique and difficult to find.”*
- *“I use it all the time and tell our new hires to use it.”*
- *“I didn’t know where to look for the image. I just knew what I needed and PacaSearch made finding the image possible.”*
- *“I love not having to register on the site. It saves time.”*
- *“Finding book covers has become much easier.”*
- *“The quick response speed is surprising.”*