



Veer Incorporated  
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## Company Overview

### About Veer

Veer sources and delivers visual elements with imagination and style to help creatives diverge from the norm and generate fresh solutions. Veer presents a discerning, design-driven selection of photography, illustration, type, and footage, including exclusives and world premieres. Its products are used daily in advertising, print and web design, corporate communications, and publishing. The privately held company has offices in the United States, Canada, and Germany and serves its global base of customers through its call center and award-winning web site at [veer.com](http://veer.com).

### History

With a history that dates to the birth of digital design, the Veer team has long contributed to the industry. It is composed of former members of the marketing, product, and design teams responsible for direct-marketing catalogs and web sites for Getty Images, EyeWire, and Adobe Systems. Immediately before joining Veer, team members were engaged in strategy, marketing, and creative for Getty Images, EyeWire, PhotoDisc, Digital Vision, Zefa, elektraVision, Image Source, Artville, ImageBank, and Stone. The group also pioneered the first multi-brand, cross-product e-commerce web site, often modeled by others in the industry. By 2000, this original web site was ranked by Alexa as the world's most popular professional visual content web site.

The credentials of this group show a long history of technological innovation, product development, web and direct-marketing expertise, including such significant firsts as:

- First to direct-market digital visual content products, 1985
- First to create and sell individual PostScript fonts on diskette, 1987
- First to provide stock photography on CD, 1988
- First to develop CD unlocking technology, 1989
- First one-stop e-commerce web site for visual content and software, 1997

Reuniting all the key players from a decade-long award-winning business history, the team has harnessed its extensive expertise, creative energy, and unsurpassed customer focus to create Veer.

Highlights of company achievements include:

- Veer launches [veer.com](http://veer.com), 2002
- Veer introduces Flont™ type preview tool, 2002
- Veer introduces Image Zoom, 2002

- Veer acquires Jukebox™ Type Foundry, 2003
- Veer acquires Solus™ Images, 2004
- Veer introduces Fancy™ deluxe royalty-free photography, 2005
- Veer introduces Shuttleboard™ interactive lightbox, 2005
- Veer introduces Somos™ Hispanic Images, 2006

## **Veer Awards**

Exceptional design and marketing ability have resulted in a number of awards, including:

- Communication Arts Graphic Design Award, 2006
- Communication Arts Interactive Design Award, 2006
- The Webby Awards, 2006
- Direct Marketing Association International ECHO Award, 2005
- Applied Arts Advertising & Design Annual Award, 2005
- 51st Annual Type Directors Club Award, 2005
- HOW Magazine's Self-Promotion Award, 2005
- HOW Magazine's "Perfect 10" Awards, 2005
- American Graphic Design Award, 2005
- HOW Self-Promotion Awards (3), 2004
- Applied Arts Advertising & Design Annual Award, 2004
- Annual WebAwards, 2003
- American Graphic Design Award, 2003
- Applied Arts Advertising & Design Annual Award, 2003
- SXSW Interactive Festival Web Awards 2003

For a complete listing of Veer's awards, visit the Press Room section of the web site:

[veer.com/about/pressroom/awards/](http://veer.com/about/pressroom/awards/)

## **Products**

Veer offers a complete range of visual elements for creatives: stock photography and illustration, type, and motion (stock footage). Lines and individual collections are intensively reviewed for visual and technical quality by Veer's experienced product managers and in-house creative team. Veer provides a unique mix that combines well-known brands with innovative style leaders and products not widely available. New products are added every month.

### **Veer Exclusives**

Veer produces its own visual elements collections, including Fancy™ deluxe royalty-free photography, Solus™ rights-managed photography, Somos™ Hispanic Images and the Jukebox™ and Umbrella™ type libraries. Noted suppliers also authorize Veer to present world-premieres of their newest products or be the sole reseller of their brands. These products are signified by “A Veer Exclusive.”

### **Photography and illustration**

Veer sells more than 600,000 single rights-managed and royalty-free images and 2,500 royalty-free CD titles in all subject categories, including people, lifestyles, business, concepts, technology, nature, travel, backgrounds, and more. With brands from the UK, Germany, and North America, photography from Veer reflects an international perspective. Illustration from Veer presents a variety of styles: ink on paper, poster art, computer-generated imagery, watercolors, engravings, textual designs, and cartoons.

### **Typeface libraries**

Pioneers of digital type delivery, the Veer team is a master of customer service and technical support. Because type is such an integral part of its history, Veer understands the relationship between type, image, and concept like no other stock provider. Its intelligently compiled typeface library includes more than 2,300 type families from 16 foundries. Products include display faces, text families, and picture and symbol fonts. Veer also offers extended licensing on all typeface libraries it sells and is the worldwide provider of extended licensing for the Adobe Type Library.

### **Motion and footage**

Veer offers an extensive collection of broadcast-quality motion for use in film, television, and interactive design. The collection includes filmed lifestyle, business, and travel footage, as well as computer-generated digital motion with conceptual and abstract themes. Delivered as full-screen NTSC QuickTime movies on CD, Veer motion is ready to use in industry-standard video-editing applications.

### **Merchandise**

In its commitment to bring unique and compelling content, trends, and styles to creatives, Veer also sells merchandise on its online store. Veer merch includes a distinctive selection of apparel, books, posters, and accessories carefully chosen by Veer to appeal to its design-savvy audience. It can be found in the Merch section of the Veer web site at [veer.com/merch](http://veer.com/merch).

## **Sales Distribution Methods**

### **Veer Visual Elements Catalog**

Veer distributes millions of customer communications each year, including several direct-mail catalogs in North America. The Veer Visual Elements Catalog breaks out of the traditional grid by using full-page, high-impact images and strong conceptual themes. Attractive browsable pages and CD listings make it easy to view the breadth and depth of photos, illustrations, typefaces, and motion sold at Veer.

### **veer.com**

Veer's award-winning web site supports creatives' needs for visual content with extraordinarily high benchmark for aesthetic style and technical quality. Customers can search, buy, and download individual photographs, illustrations, and fonts and order CDs for delivery. Images can be previewed up close, online, using Veer's innovative Image Zoom tool. Motion clips can be previewed online and purchased as CD collections. Users can register to use Shuttleboard™, Veer's industry-first interactive lightbox, and shopping cart features, redownload previous purchases, get site updates via e-mail, and receive the Veer Visual Elements catalog. Creatives can also glean inspiration and ideas through thematic product galleries, a frequently updated design blog, and creative tools such as Flont™ and Character Zoom, Veer's innovative online type previewing technologies.

### **Veer direct sales team**

In the interest of creating and growing strong relationships with key clients, Veer continues to build its direct sales team. As always, customer service is a priority at Veer, with its industry-recognized dedication to excellence in servicing customers' needs. By offering free and helpful services such as image and font research, Veer is committed to making the search for visual elements quick and easy for its customers.

## Senior Management Team

<b>Brock Bohonos</b>	Vice President, Brand Strategy & Business Development
<b>Vivian Farris</b>	Vice President, Human Resources
<b>Drina Lazar</b>	Vice President, General Management
<b>Nairn Nerland</b>	Chief Financial Officer
<b>Joel Rieder</b>	Vice President, Technology
<b>Rupa Sandhu</b>	Vice President, Brand Marketing
<b>Jacqueline Wallace</b>	Vice President, International Geo
<b>Don Wieshlow</b>	Vice President, Products
<b>Tammy Wing</b>	Vice President, North American Geo
<b>Brad Zumwalt</b>	President

## Mailing Addresses

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Germany

## Contacting Veer

### Media contact

Marla Clarke  
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### Customer sales and service

Web Site: [www.veer.com](http://www.veer.com)

Toll-Free Orders and Product Support: 877 297 7900

Outside USA & Canada: +1 403 234 7900

Free Catalog Requests: 877 297 7900

Product Submissions: [submissions@veer.com](mailto:submissions@veer.com)

Licensing Inquires: [license@veer.com](mailto:license@veer.com)

Image Research: [research@veer.com](mailto:research@veer.com)