



LOOK AND LEARN LTD

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PRESS RELEASE

HISTORY, ART AND CULTURE IMAGES FOR JUST £2

Look and Learn, in conjunction with Bridgeman Education, has launched a new service at www.lookandlearn.com supplying images for personal and educational use for just £2 (c US\$3) per image.

Over 200,000 history, art and culture images are now available for immediate download at a standard resolution (1024 pixels high or wide) optimised for digital projection and printed coursework.

This is the first time that such an outstanding range of high quality educational images has been made available on a pay-as-you-go basis. The service has been designed to appeal to teachers and students at schools and universities, as well as to individuals needing high quality images for private use.

For further information, contact Laurence Heyworth (Managing Director) on +44 (0)20 7723 7732 or +44 (0)7900 212965 or at laurence.heyworth@lookandlearn.com

Additional information about image licences

A Look and Learn licence for personal and educational use entitles the purchaser to use an image for any of the following personal, home study or educational uses: classroom teaching (eg digital projection); coursework, either in digital or printed form, including lectures, notes, seminars, essays, dissertations and theses used or presented within a single educational institution and not made available outside; privately printed books up to a total of five copies; privately printed greetings cards or postcards up to a maximum of twenty copies; a screensaver or desktop background on a computer in the home or classroom; a slideshow or background on a television or digital photo frame in the home or classroom.



BACKGROUND ON LOOK AND LEARN

Look and Learn (www.lookandlearn.com) owns the rights to half a million illustrations that appeared in sixteen classic British children's illustrated magazines, including *Look and Learn* (1962-82). This material is complemented by illustrations from a wide range of 19th and early 20th century printed sources. Look and Learn also runs monthly online children's art competitions with the explicit objective of creating the world's best gallery of children's art (www.lookandlearnart.com).

BACKGROUND ON BRIDGEMAN EDUCATION

The educational branch of The Bridgeman Art Library, Bridgeman Education (www.bridgemaneducation.com) provides a dedicated subscription-based service that supports the use of high-quality images in education, be it teaching, research or reference. The Bridgeman Art Library (www.bridgemanart.com) is the world's leading source of fine art, cultural and historical images.

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