

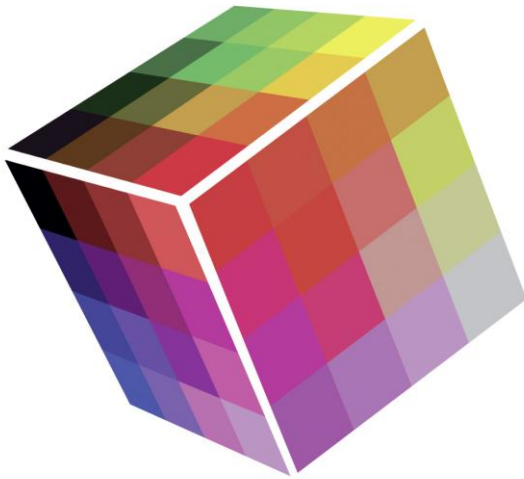
# ESO/ESA/IAU/Excellence Cluster 'Universe'

## Astronomy Communication Seminars

— Monthly half-hour seminars about contemporary issues in astronomy communication

Tuesday, 9 June 2009 - 14:00-14:30

ESO Room 233



# vamp

VIRTUAL ASTRONOMY  
MULTIMEDIA PROJECT

## Intelligent Use of Astronomical Press Release Images — a progress report

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**Abstract:** Astronomical images produced by the observatories are a powerful tool to grasp the attention of the general public. These images have become well disseminated, however, much of the contextual information is lost when they leave their host website, and become copied across the web. The Virtual Astronomy Multimedia Project (VAMP) keeps the contextual information together with the image through the Astronomy Visualization Metadata (AVM) standard. AVM keeps important facts about an astronomical image, such as catalogue name, distance, and coordinates, intact with the file. Many astronomy communicators are 'tagging' press release images, but more advanced and user friendly tools are needed. Recently at ESO, tools have been developed to easily utilize the AVM standard. In the coming months, these tools will be employed on the newly structured ESO image archive, opening a wealth of possibilities to better deliver contextual information to the public. During this talk the author will give an overview about the AVM standards, development plans for the future and results so far.



