

WAND Photography Taxonomy



The WAND Photography Taxonomy covers products and services related to the field of photography. It includes cameras, photographic processing equipment and supplies, archiving supplies and presentation equipment as well as digital photography products, photographic parts and accessories and associated photographic services.

Unstructured data is believed to account for 80 to 85% of a typical organization's internal information. Company documents, articles, spend data, and other unstructured information needs to be quickly and easily accessible by your organization's employees. A company's products and service are its backbone and a high-quality and well-structured vocabulary of the standard product and service terms that are important to your company is crucial for your employees to unlock the value of unstructured data in your company.

Applications

The WAND Photography Taxonomy can be licensed and integrated into your existing intranet, content management application, spend management system, spend analysis application, knowledge management portal, or any other application that would benefit from the power of a robust taxonomy-based search.

Unstructured information from a variety of repositories can be consistently organized and searched by:

- Relevant and intuitive product and service categories
- Hierarchical drill-down browsing
- Numerous slices or segments of the taxonomy
- Related terms which may link to previously unknown information
- Filtered Search
- Any combination of taxonomy pathways which funnel the users to the information they need

Structure and Delivery

The WAND Photography taxonomy consist of a controlled vocabulary of terms with multiple relationships such as hierarchical parent-child relationships, related terms, and synonyms. Many of the terms are associated to attribute and attribute value templates for specification based descriptions. Language translations of the product and service terms (not attributes/attribute values) are available in English, French, German, Spanish, Italian, Portuguese, Japanese, Simplified Chinese, Traditional Chinese, Korean, and Vietnamese. The Taxonomy is cross-mapped to many alternate classification systems including UNSPSC, NAICS, SIC, Harmonized Codes and Standard Yellow Page headings

Data can be delivered in a variety of format, including XML files, Access Database files, and csv, and is delivered via a password protected FTP site.

WAND, Inc. 820 16th St. Ste. 605
Denver, CO 80202-3250 U.S.A
tel: (303) 623-1200 fax: (303) 573-0337

www.wandinc.com



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Data Points:

- Total Product and Service Terms: 548
- Total Feature Values: 1,931
- Total Option Values: 10,500

(As of April 29, 2008)

Below are the top level headings and a sampling of subheadings:

Photographic Equipment Accessories

- Exposure Meters
- Photographic Glass Filters
- Teleconverters
- Tripods

Photographic Services

- Animal Photographic Services
- Digital Photographic Services
- Pet Photography Services
- Photo Labs

Photography Equipment

- Archiving Supplies
- Digital Photography Equipment
- Photographic Lenses
- Studio Lights

Example of the WAND Photography Taxonomy:

35 MM Lenses

Digital Camera Lenses

Related Term(s):
- Digital Camera Accessories

Enlarger Lenses

Large Format Lenses

Synonyms / Non-Preferred Term(s):
- Telephoto Lenses

Lens Accessories

Features & Options

01 Lens Type

- 01 Super Wideangle Lens
- 02 Wideangle Lens
- 03 Macro Lens
- 04 Normal Lens
- 05 Telephoto Lens
- 06 Rear Lens Unit
- 07 Copy Lens
- 08 Screw-On Cap for Rear Lens Unit
- 09 Slip-On Lens Cap

02 Maximum F/Stop

- 01 Maximum F/Stop 4.0
- 02 Maximum F/Stop 4.5
- 03 Maximum F/Stop 5.6
- 04 Maximum F/Stop 6.3
- 05 Maximum F/Stop 8.0
- 06 Maximum F/Stop 9.0
- 10 Maximum F/Stop 11.0
- 11 Maximum F/Stop 12.0
- 12 Maximum F/Stop 16.0
- 13 Maximum F/Stop 18.0

03 Minimum F/Stop

- 01 Minimum F/Stop 45
- 02 Minimum F/Stop 6.4