

# Press Release

For Immediate Release

## Caption Desk Opens a New Era for Press Photography

**The new AI-assisted platform removes the burden of IPTC metadata work while giving photographers and newsrooms full editorial control over their images.**

**Montreal, Quebec, Canada, April 12, 2026** — DH Productions today announced the launch of **Caption Desk**, a new online platform designed to transform one of the longest and most repetitive tasks in photojournalism: writing and embedding IPTC metadata.

Built for press photographers, agencies, media organizations and communications teams, Caption Desk allows users to upload a photo story and quickly generate the essential editorial information required for professional image distribution: descriptions/captions, headlines, keywords, location, date, categories and other useful IPTC fields.

The goal is simple: to help photographers spend less time on administrative work and more time in the field, editing and transmitting their images.

“IPTC metadata is essential in a professional press workflow, but writing it remains an extremely time-consuming task. Caption Desk does not replace editorial judgment: it accelerates the process, provides a structured starting point, and always leaves humans in control to review, correct and approve the final result,” said the founder of Caption Desk.

## A Complete Photo Story in Under Two Minutes

With Caption Desk, a typical **25-photo story can receive complete IPTC metadata in under two minutes**. The platform analyzes the images, takes into account the context provided by the user, and proposes coherent editorial content ready for review.

The metadata can then be embedded directly into the photo files, making it easier to transmit images to agencies, newsrooms, institutional clients or archiving platforms.

## AI Serving the Editorial Workflow

Caption Desk uses artificial intelligence as an assistive tool, not as the final authority. The platform is designed to support a professional workflow in which generated content remains editable, verifiable and subject to human validation.

This approach addresses a concrete need in the industry: speeding up image processing without sacrificing accuracy, editorial responsibility or traceability.

## Ethics, Security and Confidentiality

Caption Desk was designed with particular attention to journalistic ethics and data security. The platform is not intended to invent facts, overinterpret a scene or assign unverified information to images.

Users remain in control of the context they provide, the fields that are generated and the final metadata embedded in their files.

Caption Desk also applies a clear privacy policy: **processed images and metadata are not used to train AI models.**

## Launch Offer: 250 Free Photos

To mark the launch, Caption Desk is offering **250 free photos** to new users, with no credit card required.

The offer allows photographers, agencies and newsrooms to test the platform on a real photo story and measure the time saved in their own workflow.

Access: <https://captiondesk.app/>

## About Caption Desk

Caption Desk is an AI-assisted online platform that helps press photographers, agencies, media organizations and image professionals quickly generate and embed complete IPTC metadata into photo files. Designed for editorial workflows, the platform reduces the time spent on captioning, headlines and keywords while maintaining human control over published information.

## Press Contact

Email: [desk@captiondesk.app](mailto:desk@captiondesk.app)

Website: <https://captiondesk.app/>