A Simple Image. Or is it?

Meta Informationen

Panel 1

```
File Name                    : 5680724572_ab0f11237a_o.jpg
Directory                    : /Users/dittes/Dropbox/Projects shared/Exiftool/Testpictures
File Size                    : 1687 kB
File Modification Date/Time  : 2013:11:15 23:39:04+01:00
File Access Date/Time        : 2013:11:16 23:01:30+01:00
File Inode Change Date/Time  : 2013:11:16 00:21:55+01:00
File Permissions             : rw-------
File Type                    : JPEG
MIME Type                    : image/jpeg
Exif Byte Order              : Little-endian (Intel, II)
Photometric Interpretation   : RGB
Image Description            : President Barack Obama and Vice President Joe Biden,
along with with members of the national security team, receive an update on the
mission against Osama bin Laden in the Situation Room of the White House, May 1,
2011. Please note: a classified document seen in this photograph has been obscured.
(Official White House Photo by Pete Souza)..This official White House photograph is
being made available only for publication by news organizations and/or for
personal use printing by the subject(s) of the photograph. The photograph may not
be manipulated in any way and may not be used in commercial or political
materials, advertisements, emails, products, promotions that in any way suggests
approval or endorsement of the President, the First Family, or the White House.
Make                         : Canon
Camera Model Name            : Canon EOS 5D Mark II
Orientation                  : Horizontal (normal)
Samples Per Pixel            : 3
X Resolution                 : 240
Y Resolution                 : 240
Resolution Unit              : inches
Software                     : Adobe Photoshop CS5 Macintosh
Modify Date                  : 2011:05:02 17:00:44
Artist                       : Pete Souza
Copyright                    : This official White House photograph is being made available
only for publication by news organizations and/or for personal use printing by the
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and may not be used in commercial or political materials, advertisements, emails,
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President, the First Family, or the White House.
Exposure Time                : 1/100
F Number                     : 3.5
Exposure Program             : Manual
ISO                          : 1600
Exif Version                 : 0221
Date/Time Original           : 2011:05:01 16:05:04
Create Date                  : 2011:05:01 16:05:04
Shutter Speed Value          : 1/100
```

Panel 2

```
Aperture Value               : 3.5
Exposure Compensation        : 0
Max Aperture Value           : 1.4
Subject Distance             : 2.03 m
Metering Mode                : Partial
Flash                        : Off, Did not fire
Focal Length                 : 35.0 mm
Sub Sec Time Original        : 16
Sub Sec Time Digitized       : 16
Color Space                  : sRGB
Exif Image Width             : 4096
Exif Image Height            : 2731
Focal Plane X Resolution     : 3849.211789
Focal Plane Y Resolution     : 3908.141962
Focal Plane Resolution Unit  : inches
Custom Rendered              : Normal
Exposure Mode                : Manual
White Balance                : Auto
Scene Capture Type           : Standard
Compression                  : JPEG (old-style)
Thumbnail Offset             : 2094
Thumbnail Length             : 7557
Current IPTC Digest          : 85a6a47a1e1331196bc01231433f68bdf
Coded Character Set          : UTF8
Application Record Version    : 3
Caption-Abstract             : President Barack Obama and Vice President Joe Biden,
along with with members of the national security team, receive an update on the
mission against Osama bin Laden in the Situation Room of the White House, May 1,
2011. Please note: a classified document seen in this photograph has been obscured.
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approval or endorsement of the President, the First Family, or the White House.
By-line                      : Pete Souza
By-line Title                : Official Photographer
Time Created                 : 16:05:04-05:00
Province-State               : DC
Country-Primary Location Name: U.S.A.
Copyright Notice             : This official White House photograph is being made
available only for publication by news organizations and/or for personal use
IPTC Digest                  : 85a6a47a1e1331196bc01231433f68bdf
Displayed Units X            : inches
Displayed Units Y            : inches
Global Angle                 : 30
```

Panel 3

```
Global Altitude              : 30
Copyright Flag               : True
Photoshop Thumbnail          : (Binary data 7557 bytes, use -b option to extract)
Photoshop Quality            : 8
Photoshop Format             : Standard
Progressive Scans            : 3 Scans
XMP Toolkit                  : Adobe XMP Core 5.0-c060 61.134777, 2010/02/12-
17:32:00
Legacy IPTC Digest           : B45F1F399CB07E375BFFDE16C8D50FEA
City                         : Washington, D.C.
State                        : DC
Country                      : U.S.A.
Category                     : P
Authors Position             : Official Photographer
Credit                       : The White House
Source                       : The White House
Date Created                 : 2011:05:01 16:05:04-05:00
Color Mode                   : RGB
ICC Profile Name             : sRGB IEC61966-2.1
Format                       : image/jpeg
Metadata Date                : 2011:05:02 17:00:44-04:00
Creator Tool                 : Adobe Photoshop CS5 Macintosh
Rating                       : 0
Serial Number                : S20303004
Lens Info                    : 35mm f/?
Lens                         : EF35mm f/1.4L USM
Image Number                 : 0
Flash Compensation           : 0
Firmware                     : 2.0.8
Approximate Focus Distance   : 2.03
Instance ID                  : xmp.iid:F77F117407206811BF628E1C532EDC6F
Document ID                  : xmp.did:59204FF50A206811994C8E397F39D3D4
Original Document ID         : xmp.did:59204FF50A206811994C8E397F39D3D4
Marked                       : True
Has Extended XMP             : F2EF08F31413B8E5935D00DE555D0AF7
Supplemental Categories      : Not on Public Schedule
Creator                      : Pete Souza
Rights                       : This official White House photograph is being made available
only for publication by news organizations and/or for personal use printing by the
subject(s) of the photograph. The photograph may not be manipulated in any way
and may not be used in commercial or political materials, advertisements, emails,
products, promotions that in any way suggests approval or endorsement of the
President, the First Family, or the White House.
Description                  : President Barack Obama and Vice President Joe Biden, along
with with members of the national security team, receive an update on the mission
```

Panel 4

```
against Osama bin Laden in the Situation Room of the White House, May 1, 2011.
Please note: a classified document seen in this photograph has been obscured.
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materials, advertisements, emails, products, promotions that in any way suggests
approval or endorsement of the President, the First Family, or the White House.
History Action               : saved, saved, converted, derived, saved, saved, converted,
derived, saved, saved, converted, derived, saved, saved, saved, saved
History Instance ID          : xmp.iid:59204FF50A206811994C8E397F39D3D4,
xmp.iid:5A204FF50A206811994C8E397F39D3D4,
xmp.iid:5B204FF50A206811994C8E397F39D3D4,
xmp.iid:20E794751B206811994C8E397F39D3D4,
xmp.iid:21E794751B206811994C8E397F39D3D4,
xmp.iid:440179442A206811994C8E397F39D3D4,
xmp.iid:450179442A206811994C8E397F39D3D4,
xmp.iid:030011740720681194C8D43217C8524,
xmp.iid:048011740720681194C8D43217C8524,
xmp.iid:058011740720681194C8D43217C8524,
xmp.iid:F77F117407206811BF628E1C532EDC6F
History When                 : 2011:05:02 12:23-34-04:00, 2011:05:02 12:23:40-04:00,
2011:05:02 12:23:40-04:00, 2011:05:02 13:46:05-04:00, 2011:05:02 13:46:05-
04:00, 2011:05:02 14:55:01-04:00, 2011:05:02 14:55:01-04:00, 2011:05:02
15:13:53-04:00, 2011:05:02 15:13:53-04:00, 2011:05:02 15:23:13-04:00,
2011:05:02 17:00:44-04:00
History Software Agent        : Adobe Photoshop CS5 Macintosh, Adobe Photoshop
CS5 Macintosh, Adobe Photoshop CS5 Macintosh, Adobe Photoshop CS5 Macintosh,
Adobe Photoshop CS5 Macintosh, Adobe Photoshop CS5 Macintosh,
Adobe Photoshop CS5 Macintosh, Adobe Photoshop CS5 Macintosh, Adobe Photoshop CS5
Macintosh, Adobe Photoshop CS5 Macintosh, Adobe Photoshop CS5 Macintosh
History Changed               : /, /, /, /, /, /, /, /, /, /, /
History Parameters            : from application/vnd.adobe.photoshop to image/jpeg,
converted from application/vnd.adobe.photoshop to image/jpeg, from image/jpeg
to application/vnd.adobe.photoshop, converted from image/jpeg to
application/vnd.adobe.photoshop, from application/vnd.adobe.photoshop to
image/jpeg, converted from application/vnd.adobe.photoshop to image/jpeg
Derived From Instance ID     : xmp.iid:440179442A206811994C8E397F39D3D4
Derived From Document ID     : xmp.did:59204FF50A206811994C8E397F39D3D4
Derived From Original Document ID :
xmp.did:59204FF50A206811994C8E397F39D3D4
Already Applied              : True
Has Crop                     : False
Has Settings                 : True
Camera Profile Digest        : 3DA8CE4A626CE36A1D0C55BF157793C9
Camera Profile               : Adobe Standard
```

Panel 5

```
Tone Curve Name                      : Medium Contrast
Convert To Grayscale                 : False
Color Noise Reduction Detail         : 50
Grain Amount                         : 0
Post Crop Vignette Amount            : 0
Sharpen Edge Masking                 : 0
Sharpen Detail                       : 25
Sharpen Radius                       : +1.0
Parametric Highlight Split           : 75
Parametric Midtone Split             : 50
Parametric Shadow Split              : 25
Parametric Highlights                : 0
Parametric Lights                    : 0
Parametric Darks                     : 0
Parametric Shadows                   : 0
Split Toning Balance                 : 0
Split Toning Highlight Saturation    : 0
Split Toning Highlight Hue           : 0
Split Toning Shadow Saturation       : 0
Split Toning Shadow Hue              : 0
Luminance Adjustment Magenta         : 0
Luminance Adjustment Purple          : 0
Luminance Adjustment Blue            : 0
Luminance Adjustment Aqua            : 0
Luminance Adjustment Green           : 0
Luminance Adjustment Yellow          : 0
Luminance Adjustment Orange          : 0
Luminance Adjustment Red             : 0
Saturation Adjustment Magenta        : 0
Saturation Adjustment Purple         : 0
Saturation Adjustment Blue           : 0
Saturation Adjustment Aqua           : 0
Saturation Adjustment Green          : 0
Saturation Adjustment Yellow         : 0
Saturation Adjustment Orange         : 0
Saturation Adjustment Red            : 0
Hue Adjustment Magenta               : 0
Hue Adjustment Purple                : 0
Hue Adjustment Blue                  : -12
Hue Adjustment Aqua                  : 0
Hue Adjustment Green                 : 0
Hue Adjustment Yellow                : 0
Hue Adjustment Orange                : 0
Hue Adjustment Red                   : 0
Defringe                             : 0
Clarity                              : 0
```

Panel 6

```
Highlight Recovery              : 0
Vibrance                        : 0
Fill Light                      : 0
Blue Saturation                 : 0
Blue Hue                        : 0
Green Saturation                : 0
Green Hue                       : 0
Red Saturation                  : 0
Red Hue                         : 0
Shadow Tint                     : 0
Vignette Amount                 : 0
Chromatic Aberration B          : 0
Chromatic Aberration R          : 0
Color Noise Reduction           : 25
Luminance Smoothing             : 0
Sharpness                       : 25
Saturation                      : 0
Contrast                        : +25
Brightness                      : +50
Shadows                         : 5
Exposure                        : 0.00
Tint                            : +13
Color Temperature               : 3000
Process Version                 : 5.7
Version                         : 6.0
Raw File Name                   : P050111PS-0210.CR2
Paint Correction What           : Correction
Paint Correction Amount         : 1.000000
Paint Correction Active         : true
Paint Correction Exposure       : -0.050000
Paint Correction Contrast       : 0.000000
Paint Correction Clarity        : 0.000000
Paint Correction Sharpness      : 0.000000
Paint Correction Brightness     : 0.000000
Paint Correction Hue            : 0.000000
Paint Correction Saturation     : 0.000000
Paint Correction Mask What      : Mask/Paint
Paint Correction Mask Radius    : 0.000000
Paint Correction Mask Radius    : 0.074223
Paint Correction Mask Flow      : 1.000000
Paint Correction Mask Center Weight: 0.162140
Paint Correction Mask Dabs      : 0.142753 0.554634
Tone Curve                      : 0, 0, 32, 22, 64, 56, 128, 128, 192, 196, 255, 255
Profile CMM Type                : Lino
Profile Version                 : 2.1.0
Profile Class                   : Display Device Profile
```
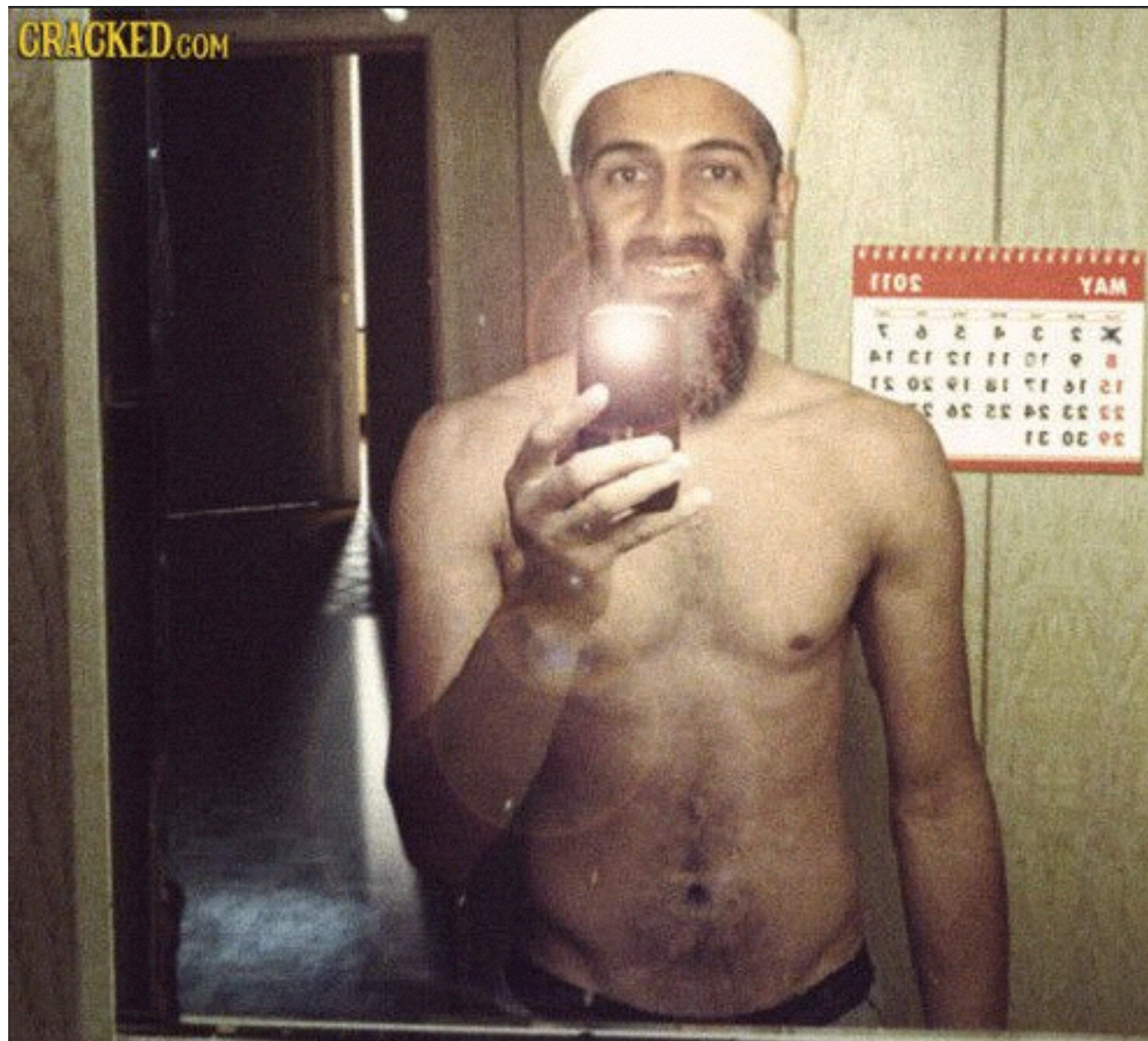
Panel 7

```
Color Space Data            : RGB
Profile Connection Space    : XYZ
Profile Date Time           : 1998:02:09 06:49:00
Profile Signature           : acsp
Primary Platform            : Microsoft Corporation
CMM Flags                   : Not Embedded, Independent
Device Manufacturer         : IEC
Device Model                : sRGB
Device Attributes           : Reflective, Glossy, Positive, Color
Rendering Intent            : Perceptual
Connection Space Illuminant : 0.9642 1 0.82491
Profile Creator             : HP
Profile ID                  : 0
Profile Copyright           : Copyright (c) 1998 Hewlett-Packard Company
Profile Description         : sRGB IEC61966-2.1
Media White Point           : 0.95045 1 1.08905
Media Black Point           : 0 0 0
Red Matrix Column           : 0.43607 0.22249 0.01392
Green Matrix Column         : 0.38515 0.71687 0.09708
Blue Matrix Column          : 0.14307 0.06061 0.7141
Device Mfg Desc             : IEC http://www.iec.ch
Device Model Desc           : IEC 61966-2.1 Default RGB colour space - sRGB
Viewing Cond Desc           : Reference Viewing Condition in IEC61966-2.1
Viewing Cond Illuminant     : 19.6445 20.3718 16.8089
Viewing Cond Surround       : 3.92889 4.07439 3.36179
Viewing Cond Illuminant Type: D50
Luminance                   : 76.03647 80 87.12462
Measurement Observer        : CIE 1931
Measurement Backing         : 0 0 0
Measurement Geometry        : Unknown (0)
Measurement Flare           : 0.999%
Measurement Illuminant      : D65
Technology                  : Cathode Ray Tube Display
Red Tone Reproduction Curve : (Binary data 2060 bytes, use -b option to extract)
Green Tone Reproduction Curve : (Binary data 2060 bytes, use -b option to extract)
Blue Tone Reproduction Curve  : (Binary data 2060 bytes, use -b option to extract)
DCT Encode Version          : 100
APP14 Flags 0               : (none)
APP14 Flags 1               : (none)
Color Transform             : YCbCr
Image Width                 : 4096
Image Height                : 2731
Encoding Process            : Baseline DCT, Huffman coding
Bits Per Sample             : 8
Color Components            : 3
Y Cb Cr Sub Sampling        : YCbCr4:4:4 (1 1)
```

Panel 8

```
Aperture                        : 3.5
Date/Time Created               : 2011:05:01 16:05:04-05:00
Image Size                      : 4096x2731
Scale Factor To 35 mm Equivalent: 1.0
Shutter Speed                   : 1/100
Create Date                     : 2011:05:01 16:05:04.16
Date/Time Original              : 2011:05:01 16:05:04.16
Thumbnail Image                 : (Binary data 7557 bytes, use -b option to extract)
Circle Of Confusion             : 0.031 mm
Depth Of Field                  : 0.74 m (1.73 - 2.46)
Field Of View                   : 55.6 deg
Focal Length                    : 35.0 mm (35 mm equivalent: 34.2 mm)
Hyperfocal Distance             : 11.37 m
Lens ID                         : Canon EF 35mm f/1.4L
Light Value                     : 6.3
```

Meta Information Examples

- Geolocation

- Camera / smartphone model

- Software version

- Serial number

- Timestamps

- Lens settings

- Device orientation

- Last smartphone restart

- Face-detection in image (iPhone 5S)

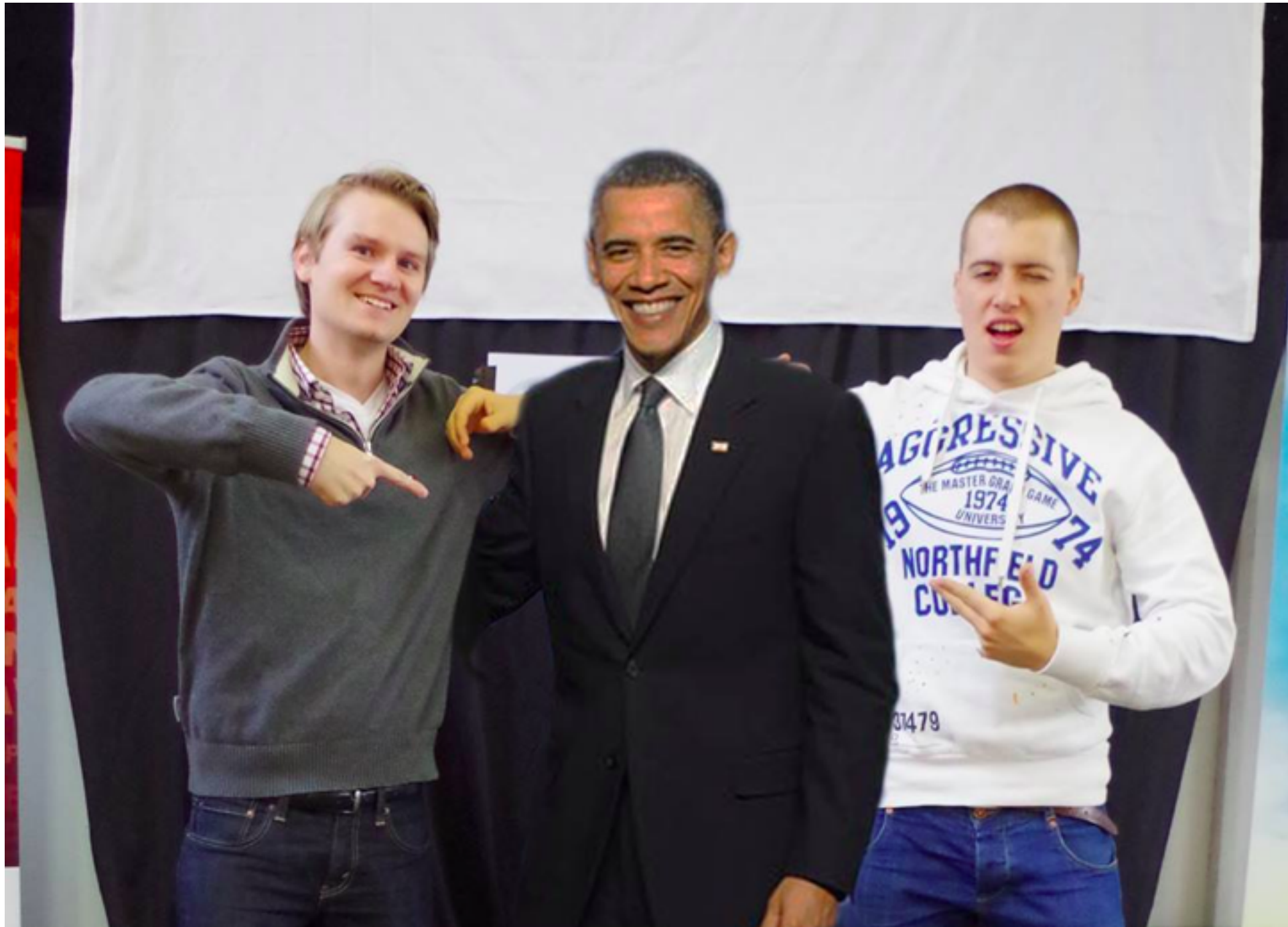- …and lots of other information

#selfie gets you caught!

Business Model

We focused on raising awareness,
not making money.

Potential Business Models

- Finding stolen cameras (serial numbers)

- Site tagging for Archeologists (GPS)

- Authorities, Police, Detectives, etc (GPS, Meta)

- Ending kidnappings (Picture proof -> GPS)

The Team

Andreas Dittes   Martin Stamenov

Live Website

- We are up and running since 14:00 today

- Over 1000 visitors already from 37 countries

- Check it out:

http://goSPY.org

BTW:

During our presentation another

4 937 863

photos were taken with smartphones