

Actions

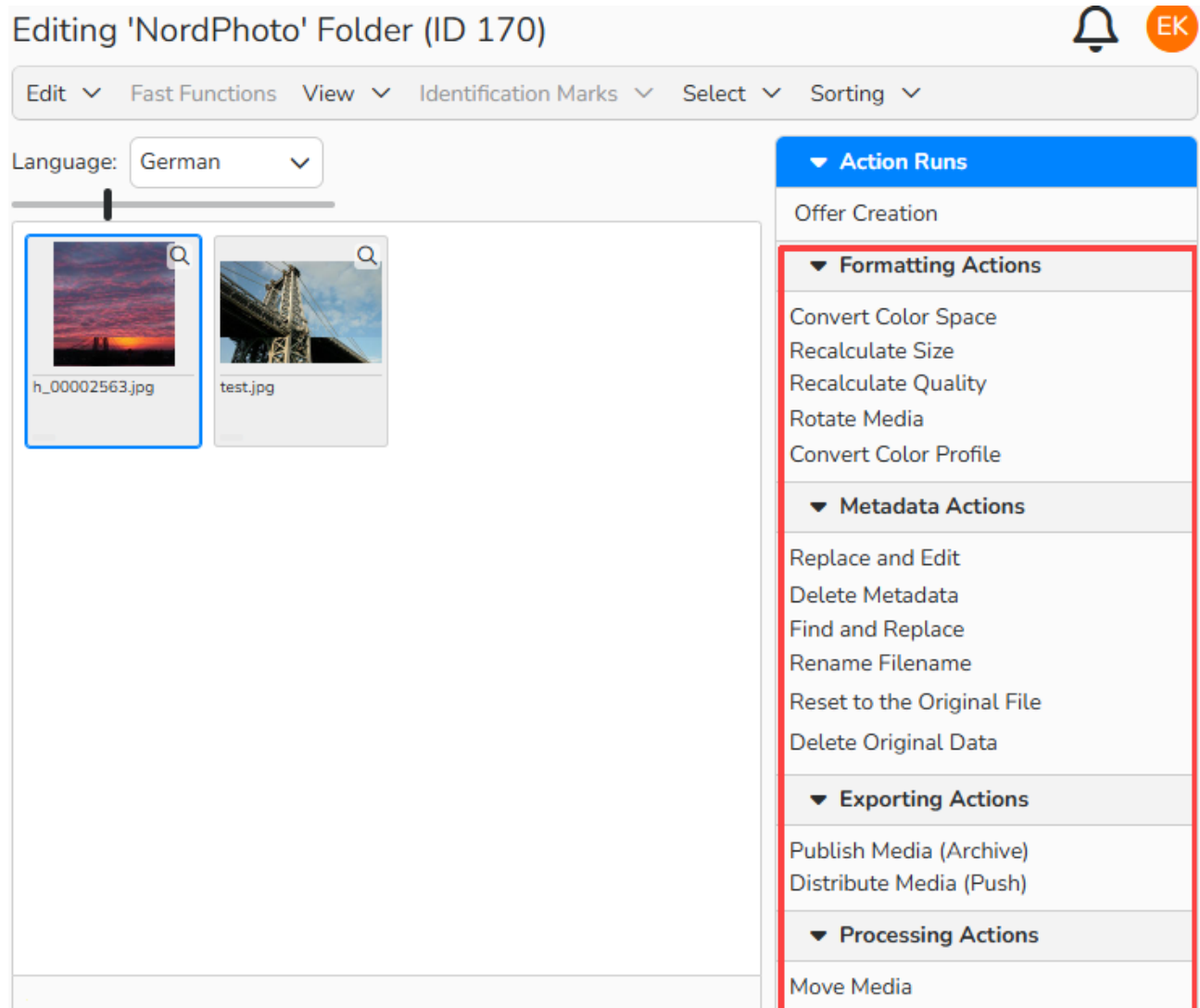
Overview

Actions give you quick access to frequently used tools and automation features in Backstage. They are grouped into formatting, metadata, export, and processing actions.

Editing 'NordPhoto' Folder (ID 170) 🔔 EK

Edit ▾ Fast Functions View ▾ Identification Marks ▾ Select ▾ Sorting ▾

Language: German ▾



h_00002563.jpg test.jpg

▼ Action Runs

Offer Creation

▼ Formatting Actions

- Convert Color Space
- Recalculate Size
- Recalculate Quality
- Rotate Media
- Convert Color Profile

▼ Metadata Actions

- Replace and Edit
- Delete Metadata
- Find and Replace
- Rename Filename
- Reset to the Original File
- Delete Original Data

▼ Exporting Actions

- Publish Media (Archive)
- Distribute Media (Push)

▼ Processing Actions

- Move Media

Import folder: Actions menu

Activate actions in a folder or Archive

You can make different Actions available within each of your Media Processing folders and your Archive:

1. Navigate to **Media Processing**.
2. Right-click a folder to open the context menu and select **Settings**.
3. In the **Action** tab, add the desired actions.
4. Click **Save**.

Folder Management / Editing 'Import' Folder

<< < 1 (1) > >> Back to Overview Edit ▾

General Data Field Mapping Work Folders **Actions** Fast Functions Identification Marks Accesses Notifications

▼ Select Actions for Use in this Folder

Not Selected Actions

Name
Convert Color Space
Recalculate Size
Convert Color Profile
Reset to the Original File
Recalculate Quality
Find and Replace

Add >>

<< Remove

Selected Actions

Name
Rotate Media
Replace and Edit
Delete Metadata
Rename Filename
Publish Media (Archive)
Distribute Media (Push)

Folder settings: Actions Tab

Formatting Actions

Convert Color Space

To convert the color space of selected files:

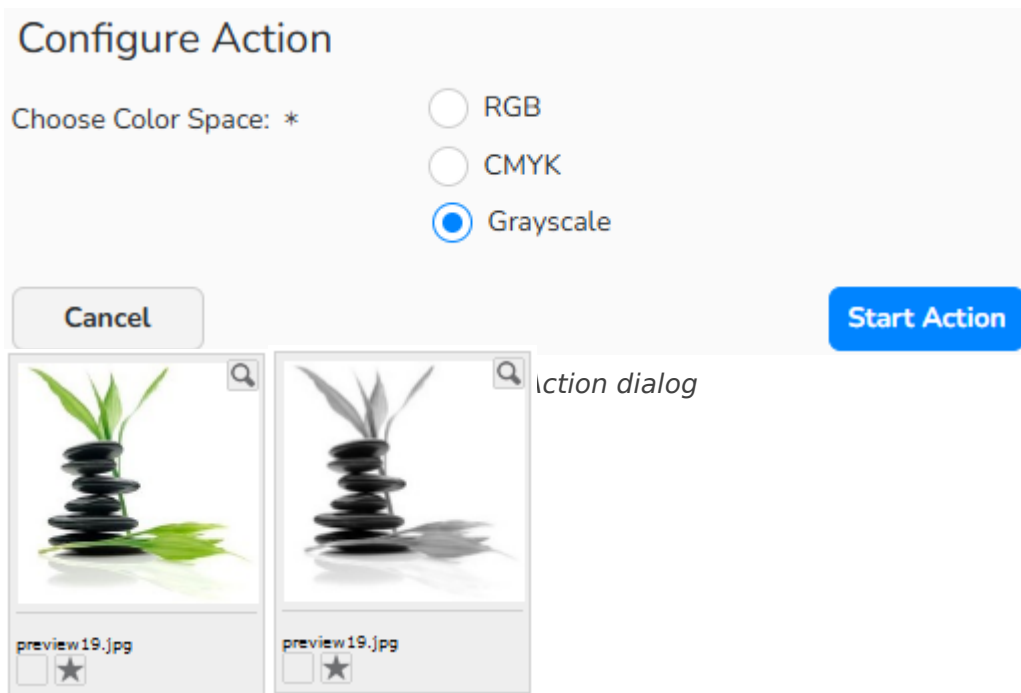
1. In Media Processing, pick a media file and select the **Convert Color Space** action.
2. In the **Configure Action** dialog, select **RBG**, **CMYK** or **Grayscale**.
3. Confirm with **Start Action**.

Note

To convert the color space to CMYK or to RGB, you need licenses for the respective color profiles, AppleRGB.icc and USWebCoatedSWOP.icc.

First, upload them to **Media Management > Templates > Document Management**.

For more information, refer to the Document Management FAQ.



action dialog

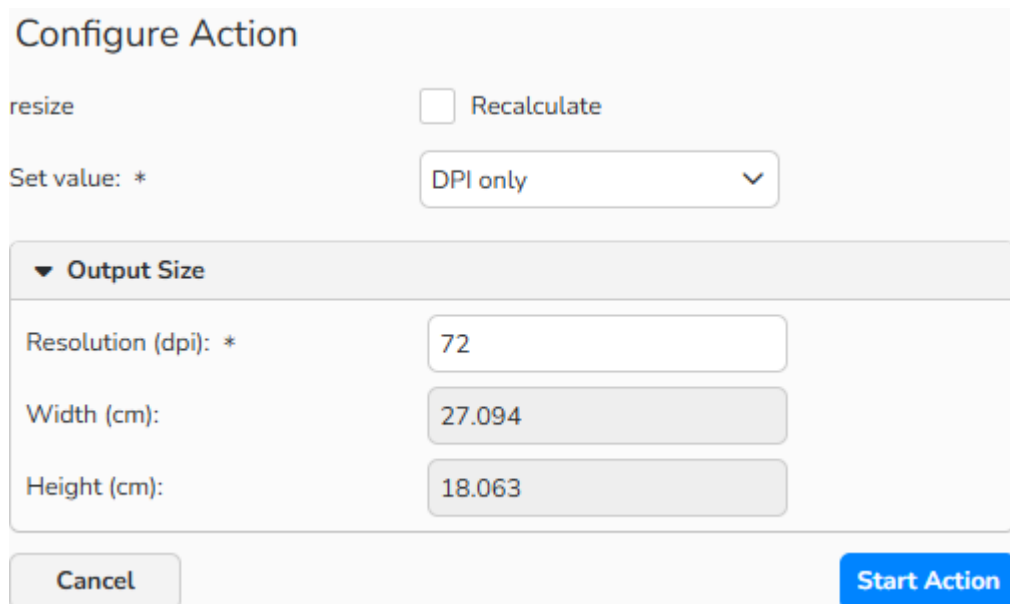
Convert Color Space action: Configure Action result

Recalculate Size

Change the size of selected media files. There are three options available:

Option 1: Change only the output size

1. Pick media files and select **Recalculate Size**.
2. In the **Configure Action** dialog:
 1. Disable the **Recalculate** option to change only the output size in cm or the resolution in dpi.
 2. Fill in the new size dimensions. If you are resizing a single image, its dimensions will automatically populate the form.
 3. Confirm with **Start Action**.



Configure Action

resize ☐ Recalculate

Set value: * DPI only

▼ Output Size

Resolution (dpi): *

Width (cm):

Height (cm):

Recalculate Size action: Configure Action to change only the output size

Option 2: Resize a *single media file*

1. Pick a single medium and select **Recalculate Size**.
2. In the **Configure Action** dialog:
 1. Enable the **Recalculate** option to change both the pixel size and the output size in cm.
 2. Fill in the new size dimensions. The size of the image will adjust automatically again.
 3. Confirm with **Start Action**.

Configure Action

resize ☒ Recalculate

Set value: * Select calculation >> ▼

▼ Pixel Size

Uncompressed Image Size:

Width (Pixels):

Height (Pixels):

▼ Output Size

Resolution (dpi):

Width (cm):

Height (cm):

Recalculate Size action: Configure Action to resize a single file

Option 3: Resize multiple media files

1. Pick multiple files, regardless of whether they are portrait or landscape format, and select **Recalculate Size**.
2. In the **Configure Action** dialog:
 1. Enable the **Recalculate** option.
 2. In the Pixel Size area, you can now define the Longest Edge (pixels) in addition to the Width and Height.
 3. Fill in new size dimensions and resolution in dpi.
 4. Confirm with **Start Action**.

Configure Action

resize ☒ Recalculate

Set value: * Longest Edge (Pixel) ▼

▼ Pixel Size

Uncompressed Image Size:

Width (Pixels):

Height (Pixels):

Pixel Size (Longest Edge): *

▼ Output Size

Resolution (dpi):

Width (cm):

Height (cm):

Recalculate Size action: Configure Action to resize multiple files

Rotate Media

To rotate selected images into the desired position:

1. Pick media files and select **Rotate Media**.
2. In the **Configure Action** dialog, select one of the following:
 - **EXIF data**: If your files contain orientation data, rotate your images based on the data.
 - **90° Counterclockwise**: Rotate images 90° counterclockwise.
 - **180°**: Rotate images 180°.
 - **90° Clockwise**: Rotate images 90° clockwise.
3. Enable **If lossless rotation is not possible, use lossy rotation** if any deterioration in image quality is acceptable.

Configure Action

Rotate Media:

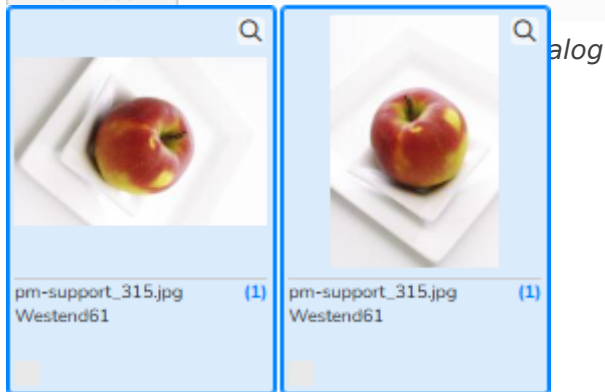
- ☒ EXIF Data
- ☐ 90° Counterclockwise
- ☐ 180°
- ☐ 90° Clockwise

Loss-Tainted Rotation:

- ☐ If lossless rotation is not possible, use lossy rotation

Cancel

Start Action



Rotate Media action: Image before and after applying the Rotate Media action.

Note

Rotating JPEGs can reduce image quality because the file is decompressed and recompressed. A lossless image remains virtually identical to the original.

If lossless rotation isn't possible and the **lossy** option isn't enabled, the file will show an Error status.

Recalculate Quality

To adjust the quality of your media files:

1. Pick media files and select **Recalculate Quality**.
2. In the **Configure Action** dialog, enter a **Quality** number, where:
 - 1 = lowest quality
 - 100 = highest quality
3. The image will then be saved at the specified quality level.

Configure Action

In order to recompress your images, enter a Quality number: 1 = lowest quality, 100 = highest quality.

Quality: *

CancelStart Action

Recalculate Quality action: Configure Action dialog

Convert Color Profile

Use color profiles to control color accuracy. A color profile is a set of data that defines the color characteristics of an input or output device, as well as a color space. The Convert Color Profile action allows you to apply these profiles to selected files.

1. Pick media files and select **Convert Color Profile**.
2. In the **Configure Action** dialog:
 1. Select a color profile from the **Convert Color Profile** dropdown.
 2. Select one of the **Mode** options:
 - To associate the color profile with the selected files, select **Append**.
 - To convert the selected files to the color profile, select **Convert**.
3. Confirm with **Start Action**.

Configure Action

Convert Color Profile: *

Mode:

☒ Append
☐ Convert

CancelStart Action

Convert Color Profile action: Configure Action dialog

Note

To customize the color profiles, you need licenses for USWebCoatedSWOP.icc and AppleRGB.icc. First upload them to **Media Management > Templates > Document Management**. For more information, refer to the **Document Management** FAQ.

Metadata Actions

Replace and Edit

Replace metadata in specific database fields of selected media files with new content. Define conditions to control when and how metadata is updated, and specify what data to use for the replacement.

1. Pick media files and click **Replace and Edit**.
2. In the **Configure Action** dialog:
 1. Select an execution type of the metadata action:
 - **Always**: Apply the metadata action to ALL selected files.
 - **If Any Conditions are Fulfilled**: Apply the action to the files that meet one or more conditions.
 - **If All Conditions are Fulfilled**: Apply the action to files that meet all conditions.
 2. In the **Conditions** panel, set up rules for conditional execution:
 - **Database Field**: Select a database field from the dropdown menu.
 - **Language**: If relevant, select a language of the database field's label.
 - **Filter**: Specify how the system should handle the data within the selected database fields.
 - **Text, Value**: Enter the text/value to search for in the metadata.
 - **Case sensitive**: Activate this option to make database field validation case sensitive.
 3. Add more conditions with the plus icon or remove conditions with the minus icon.
 4. In the **Edit Metadata** panel, define which metadata to replace and what content to use as a replacement:
 - **Database Field**: Select a database field and, if relevant, select a corresponding Language.
 - Select an **Action** to edit the metadata details:
 - **Add (comma separated)**
 - **Overwrite (comma separated)**
 - **Delete**
 - In the **Text, Value** field, enter text manually or click the lookup button to select a database field name and use its data.
 5. Click **Start Action**.

Configure Action

Execution:

☐ Always
☒ If Any Conditions are Fulfilled
☐ If All Conditions are Fulfilled

▼ Conditions

Database Field	Language	Filter	Text, Value	
Keywords	English (USA)	contains	Red Carpet	☒ case sensitive ? + -

▼ Edit Metadata

Database Field	Language	Action	Text, Value	
Keywords	English (USA)	Add List It...	Hollywood	☐ Parse data .. + -

Replace and Edit action: Configure Action dialog

Optional for data parsing:

In the **Configure Action** dialog, enable the **Parse data** option to copy specific parts of the metadata content from one field to another.

1. **Database Field:** Select a database field and, if relevant, select a corresponding Language.
2. Select an **Action** to edit the metadata.
3. **Text, Value:** select a field to get the content from.
4. In **Specify which data to extract**, select one of the following:
 - **All**
 - **Number of leading characters**
 - **Number of ending characters**
 - **Number of characters after a given number of characters**
 - **Specific characters (comma-separated, e.g., 4, 6-8, 12-13)**
 - **Number of characters before the delimiter**
 - **Number of characters after the delimiter**
5. Select a separator for the **Text, Value** field:
 - **Comma (,)**
 - **Hyphen (-)**
 - **Semicolon (;)**
 - **Slash (/)**
 - **Backslash (\)**
 - **Pipe (|)**

- **Space**
- **Underscore (_)**

6. Select frequency of occurrence of the separator:

- **First occurrence**
- **Second occurrence**
- **Third occurrence**

7. Optionally, specify the number of characters or select the **extract all** option.

8. Select the method to trim unnecessary data

- **Nothing**
- **Leading characters**
- **Trailing characters**
- **Leading and trailing characters**

9. Optionally, specify the characters to be removed.

10. Confirm with **Start Action**.

Configure Action

Execution:

- ☐ Always
☒ If Any Conditions are Fulfilled
☐ If All Conditions are Fulfilled

▼ Conditions

Database Field	Language	Filter	Text, Value
Object Name	English (USA)	empty	

▼ Edit Metadata

Database Field	Language	Action	Text, Value
Object Name	English (USA)	Overwrite	File Name (without Extension)

☒ Parse data

Specify which data to extract:
 Number of characters before deli...
 Delimiter: Underscore (_)
 Occurrence: First occurrence
 Number of Characters:
 Trim: Trailing characters
 Characters to Trim: h
 ☒ extract all

Replace and Edit action: the Parse data option enabled

Here are some real-world examples for using the **Replace and Edit** Action:

- One of your photographers sometimes spells his name “Josh,” and other times, “Joshua”. You want to make his Credit consistent and to apply his Author Code. Here’s how:

Configure Action

Execution:

- ☒ Always
☐ If Any Conditions are Fulfilled
☐ If All Conditions are Fulfilled

▼ Edit Metadata

Database Field	Language	Action	Text, Value
Credit		Overwrite	Joshua Worthington/OPhoto
Author Code		Overwrite	000002 (OPhoto, Joshua Worthington/OPhoto)

Replace and Edit action: overwrite Credit and Author Code

- Some (but not all) of your media files are missing Creation Data metadata. As a remedy, you want to copy the Digital Creation Date data into any empty fields. Here's how:

Configure Action

Execution:

- ☐ Always
☒ If Any Conditions are Fulfilled
☐ If All Conditions are Fulfilled

▼ Conditions

Database Field	Language	Filter	Text, Value
Creation Date		empty	

▼ Edit Metadata

Database Field	Language	Action	Text, Value
Creation Date		Copy	Digital Creation Date

Replace and Edit action: add date info to empty fields

- Some of your media files contain Special Instructions that include an outdated restriction with an old phone number. If a Special Instructions field contains this phone number, you want to overwrite the field with a new restriction. Here's how:

Configure Action

Execution:

☐ Always

☒ If Any Conditions are Fulfilled

☐ If All Conditions are Fulfilled

▼ Conditions

Database Field	Language	Filter	Text, Value	
Special Instructions	English (USA)	contains	212-842-1021	☒ case sensitive ? + -

▼ Edit Metadata

Database Field	Language	Action	Text, Value	
Special Instructions	English (USA)	Overwrite	All commercial uses must be cleared by OPhoto in advance. Call 212-842-1022 for clearance information.	☐ Parse data + -

Replace and Edit action: update Special Instructions

Delete Metadata

Remove metadata from all selected media files. If you only want to delete metadata from selected files, set specific conditions. If your metadata is in multiple languages, select which languages to delete.

1. Pick media files and click **Delete Metadata**.
2. In the **Configure Action** dialog:
 1. Select an execution type of the metadata action:
 - **Always**: Apply the action to ALL selected files.
 - **If Any Conditions are Fulfilled**: Apply the action to the files that meet one or more conditions.
 - **If All Conditions are Fulfilled**: Apply the action to files that meet all conditions.
 2. In the **Conditions** panel, set up rules for conditional execution:
 - **Database Field**: Select a database field from the dropdown menu.
 - **Language**: If relevant, select a language of the database field's label.
 - **Filter**: Specify how the system should handle the data within the selected database fields.
 - **Text, Value**: Enter the text/value to search for in the metadata.
 - **Case sensitive**: Activate this option to make database field validation case sensitive.
 - You can add more conditions with the plus icon or remove conditions with the minus icon.

3. **In the Delete Metadata** panel, define which metadata should be replaced and with what:

- Select the metadata language(s) for deletion.
- Click **Start Action**.

Configure Action

Execution:

- ☐ Always
- ☒ If Any Conditions are Fulfilled
- ☐ If All Conditions are Fulfilled

Conditions

Database Field	Language	Filter	Text, Value
Headline	English (USA)	contains	copy

☐ case sensitive ?

Delete Metadata

- ☒ English (USA)
- ☐ German

Delete Metadata action: Configure Action dialog

Note

If you only want to delete metadata from a specific field (not all existing ones), use **Replace and Edit**.

Find and Replace

Find and replace or delete a specific word within specified fields of your selected files. Use this action, for example, to correct typos in the metadata.

1. Pick media files and click **Find and Replace**.
2. In the **Configure Action** dialog:
 - **Choose Database Fields:** Select the name(s) of the database fields that you want to search within or enable **Select All** to search all database fields.
 - **Choose Languages:** Select the language(s) you want to search.
 - **Find and Replace:**

1. Select a filter to specify how the system should treat the data within the selected database fields:
 - **contains:** The specified words are somewhere within the field.
 - **equals:** The field contains only the specified words.
 - **starts with:** The field's data begins with the specified words.
 - **ends with:** The field's data ends with the specified words.
2. Enter one or more words for the system to search for.
3. In **Execute for**, enable one of the two options:
 - **Any Instance:** This filter also replaces words where the value is only a part of the word. For example, in case of the word "Flow," not only all instances of "Flow" are updated, but also "Flower" or "Flown".
 - **Only for Complete Words:** The filter will only replace the word that exactly matches the specified word.
4. From the **Action** dropdown menu, select **Overwrite** or **Delete**.
5. Click **Start Action**.

Configure Action

▼ Choose Database Fields

☐ Select All

Single-line Fields

☐ ARM ID☐ ARM Version☐ By-Line/Pseudonym☐ Category Code☐ City☐ Coded Charset☐ Contact☐ Content Moderations☐ Copyright Notice☐ Country☐ Country Code☐ Credit☐ Dominant Colors☐ Edit Status☐ Emotions☐ Envelope Number☐ Envelope Priority☐ Fixture ID☒ Headline☐ Image Type☒ Keywords☐ Labels☐ Language ID☐ Model Version☐ Object Attribute Reference

Multi-line Fields

☒ Caption☐ Contract exception☐ Special Field 200☐ Special Field 201☐ Special Field 202☐ Special Field 203☐ Special Field 204☐ Special Field 205☐ Special Field 206☐ Special Field 207

▼ Choose Languages

☒ English (USA)☐ German

▼ Find and Replace

Filter: *

contains

Red Carpet

☒ case sensitive ?

Execute for: *

☒ Any Instance

☐ Only for Complete Words

Action *

Overwrite

Red Carpet, Hollywood

Cancel

Start Action

Find and Replace action: Configure Action dialog

Note

This feature is case-sensitive. The system will only find and replace the words that match the exact case you enter.

Rename Filename

Use this action to rename selected files.

1. Pick media files and click **Rename Filename**.
2. In the **Configure Action** dialog:
 1. In the **Change Filename to** field, rename the file using one or a combination of the following options:
 - Enter your text in the field.

©2026 picturemaxx

- Click the lookup button to select the name of a specific field. You can use multiple fields, if needed, by simply clicking the button multiple times.
- Fill in a number (example: 0001) and enable the **Add Consecutive Number** option. The consecutive filenames will begin with that number.

3. Click **Start Action**.

Configure Action

Change Filename to: * ..

. In order to use metadata from within the files for the renaming: Click the '.' button and select a database field. You can use more than one database field by simply selecting one after another. If you select the 'Add Consecutive Number' checkbox below, then make sure to include a number in the 'Change Filename to' field. The consecutive filenames will begin with that numeral.

Add Consecutive Number: ☒ Add

Cancel Start Action

Rename Filename action: Configure Action dialog

Reset to the Original File

Revert any metadata changes you made to the selected files from the time you uploaded them to Backstage:

1. Pick media files and click **Reset to the Original File**.
2. In the **Configure Action** dialog:
 1. Select the specific languages to reset.
 2. Click **Start Action**

Note

The system lists all languages in which the metadata is available. When you reset the media file, the current field mapping of the folder that contains the media is also used.

Delete Original Data

Delete various types of original data embedded within media files. For example, you can remove EXIF data about camera settings from your media files.

1. Pick media files and click **Delete Original Data**.

2. In the **Configure Action** dialog:
 - Select the data you want to delete and click **Start Action**.

Configure Action

Delete Embedded Data from Original Files

Select the data types to remove from your media files during the import process. Embedded data will be imported based on your Media Processing folder field mappings, but then data will be deleted from your original files based on these settings. picturemaxx recommends the deletion of EXIF, IPTC and XMP. Media files that are requested by an end user will then only contain the most current metadata stored in your BACKSTAGE. Once deleted, the data cannot be added back to your original files.

Camera Data

☐ Delete EXIF ?

Color-Profile Data

☒ Delete ICC ?

☐ Delete ICM ?

Standard Metadata

☐ Delete IPTC ?

☒ Delete XMP ?

Cancel Start Action

Delete Original Data action: Configure Action dialog

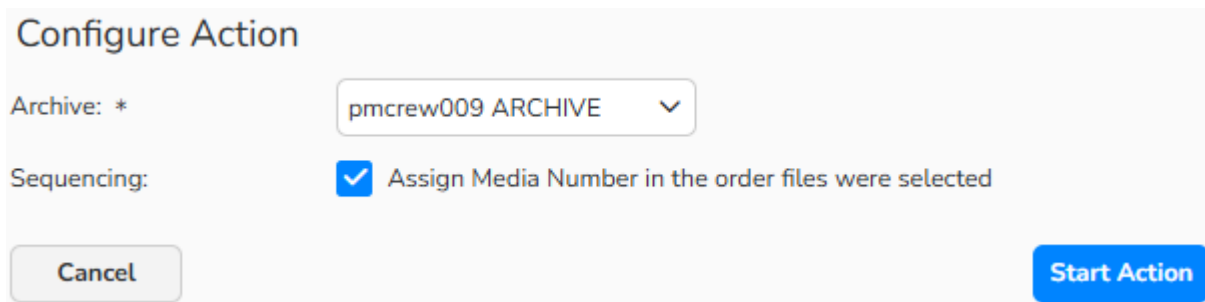
Note

When data is removed from the media file, it still remains in the field mappings of Backstage import folders. You can view and use this data for mapping purposes. For details, see the **Field Mapping** and **Delete Original Data** FAQs.

Set Next Free Media Number

Define the Media Number of media files before you publish them in the Archive. Use this feature to streamline workflows by making the main reference number available immediately. For example, if you name files using the Media Number, you can distribute them (push via FTP) directly from the Media Processing area without searching for them later in the Archive.

1. Pick media files and click **Set Next Free Media Number**.
2. In the **Configure Action** dialog:
 - **Archive:** By default, your Archive is already selected in the field.
 - **Sequencing:** To number media files according to their current order before publishing, select **Assign Media Number in the order files were selected**.
 - Click **Start Action**.



Configure Action

Archive: * pmcrew009 ARCHIVE ▼

Sequencing: ☒ Assign Media Number in the order files were selected

Cancel Start Action

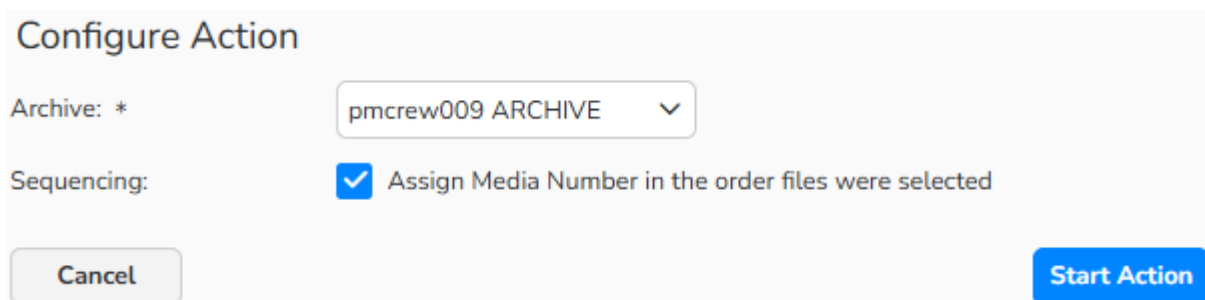
See Next Free Media Number action: *Configure Action dialog*

Exporting Actions

Publish Media (Archive)

Move all selected files from the current folder into your Archive in the Media Processing tree. This will make the media files available for your marketing channels.

1. Pick media files and click **Publish Media (Archive)**.
2. In the **Configure Action** dialog:
 - **Archive:** By default, your Archive is already selected in the field.
 - **Sequencing:** To number the media files in their current order before publishing, select **Assign Media Number in the order files were selected**.
 - Click **Start Action**.



Configure Action

Archive: * pmcrew009 ARCHIVE ▼

Sequencing: ☒ Assign Media Number in the order files were selected

Cancel Start Action

Publish Media (Archive) action: Configure Action dialog

Distribute Media (Push)

Distribute selected media files via the picturemaxx BROADCAST media push service or manually at any time if needed.

To distribute media files, proceed as follows:

1. Pick media files and click **Distribute Media (Push)**.

2. In the **Configure Action** dialog, select one of the three different options:

- **Direct Distribution:** For direct distribution, you can use templates that contain all the fields required for distribution. Fill in a distribution **Name**, select a **Template** (if templates have been created), and start the action.
- **Create New Distribution:** To create a brand-new distribution, you can select an existing Template as a starting point. Then click the **Create New Distribution** button and follow the onscreen instructions.
- **Use Previous Distribution:** If you are sending additional media on the same subject, you can select a previously used distribution. Select **Name** of previous **Distribution** and either start the Action directly or click the **Edit Selected Distribution** button to first update the Distribution's settings.

Configure Action

Direct Distribution

For a direct distribution, you can select an existing Template, and all of its settings will be used. Only templates that include all mandatory distribution settings are available in the menu below. Fill in a Distribution Name, select a Template, and start the Action.

Name: *

Push to magazines

Choose Template: *

Choose Template >> ▼

Start Action (use requires charge)

Cancel

Create New Distribution

To create a new Distribution Task, you can select an existing Template as a starting point. Then click the 'Create New Distribution' button to access additional settings.

Choose Template as Basis:

Choose Template >> ▼

Create New Distribution

Cancel

Use Previous Distribution

If you are sending additional media on the same subject, you can select a previously used Distribution. Select the desired Distribution and either start the Action directly or edit the Distribution first.

Choose Previous Distribution:

Test pmcrew008 ▼

Start Action (use requires charge)

Edit Selected Distribution

Cancel

Distribute Media (Push) action: Configure Action dialog

Note

To learn more about the picturemaxx BROADCAST Media Push features, refer to the **Media Distribution FAQ**.

Processing Actions

Move Media

Move selected media files from one Media Processing folder to another.

1. Pick media files and click **Move Media**.
2. In the **Configure Action** dialog:
 1. Select a destination folder with the lookup button.
 2. Confirm selection with **Choose**.
 3. Click **Start Action**.

Note

You can also select files and then drag and drop them into a different folder.

Note

You can group multiple Actions into an Action Run - a custom sequence that automates routine media processing tasks. Create new Action Runs under **Media Processing > Action Runs**. For more details, see the **Action Runs** and **Understanding Actions, Action Runs, and Action Run Groups** FAQs.