



# DigiLabs



***DigiLabs Photo Publishing Solutions***



# DigiLabs Photo Publishing Solutions



- **Home-based Photo Creativity Software**

Deployed in two ways:

- **Home-to-Press / Home-to-Net**

Create personalized photo products at home, and submit order online

- **Home-Printing**

Create and print at home

- **Retail Solutions**

Deployed in two ways:

- **In-Store**

Create and order in-store

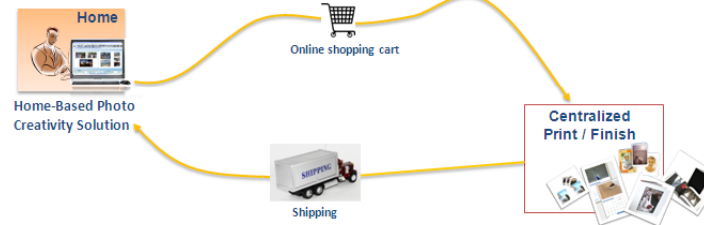
- **Home-to-Store**

Create at home and take to store to order

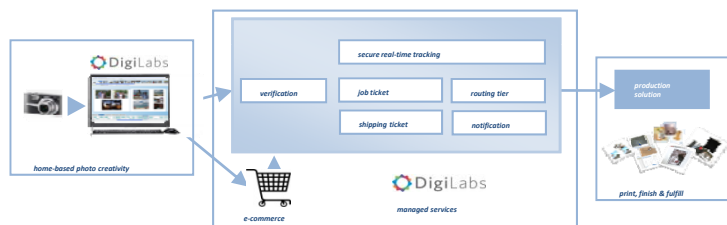
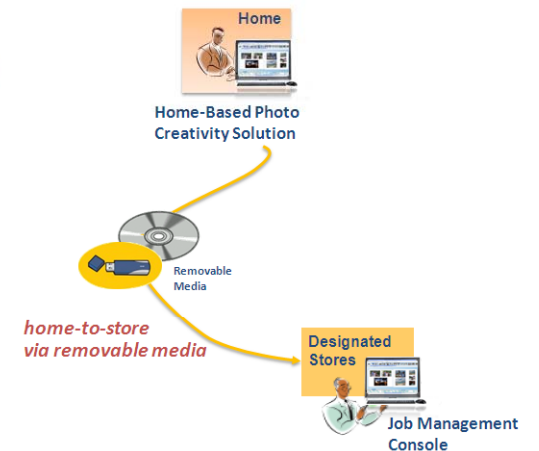
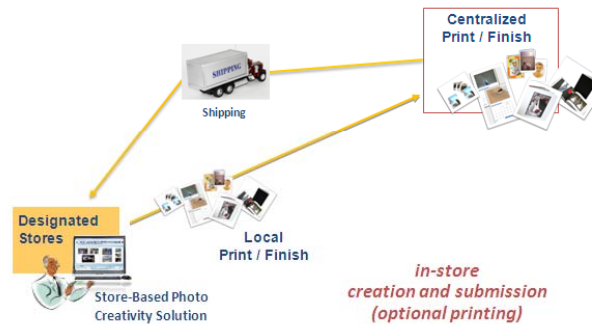
- **Managed Services**

- E-commerce and back-office services
  - Access to Photo Network (outsourced fulfillment)

*home-to-press  
online submission*



*home-printing*



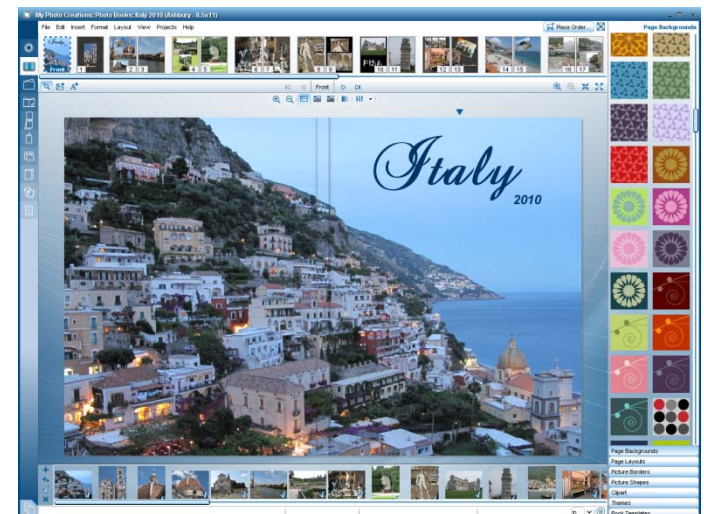


# DigiLabs Photo Publishing Solutions



## Features

- **Branded** and **Customized** (private labeled) with a wide range of custom products (photobooks, calendars, greeting cards, postcards, business cards, playing cards, posters, canvas wraps, and much more) in different sizes and finishing options.
- **Multi-layered PDF Output:** Essential feature ensuring highest print quality
- Technically superior with **Server-Free Architecture**
- **Advanced Marketing Tools** including Online Sharing (for viral marketing and self publishing) and News Channel (for dynamic marketing and customer care)
- Back-end integration for **Automated Production**
- **Easy to use** and **Powerful**
- **Feature-rich**
- Supports multiple **Deployment Models:** Home & Retail
- **Modular** with Software and Services including fulfillment
- Supports 25 User Interface **Languages**, and any OS **Font**
- Supports multiple platforms: **MAC and PC**
- Continuous improvements with **automated upgrades**





# Value Proposition Part 1



Feature / Condition	Value
Branding & Customization	<ul style="list-style-type: none"><li>• Private-labeled</li><li>• Differentiated with custom product sets, design content and pricing</li><li>• Widest range of products and options on the market</li></ul> <p>➤ <b><i>Differentiated solution</i></b></p>
Multi-layered PDF Output	<p>Highest print quality with multi-layered (vector) PDF output</p> <ul style="list-style-type: none"><li>• Highest resolution printed text – not rasterized</li><li>• Photos can be enhanced offline (e.g. with Perfectly Clear system)</li><li>• Images can be enhanced with spot coating , etc.</li></ul> <p>➤ <b><i>Deliver better quality and better value</i></b></p>
Server-Free Architecture	<p>No server component between Client Software and Printer</p> <ul style="list-style-type: none"><li>• Lower cost in deployment and in operations</li><li>• Lower risk (eliminates server component as potential for single point of failure)</li><li>• Support for multiple deployment models</li><li>• Faster deployments</li><li>• Less IT dependence</li></ul> <p>➤ <b><i>DigiLabs solutions are based on a superior technology</i></b></p>



# Value Proposition Part 2

Feature / Condition	Value
Advanced Marketing Tools	<ul style="list-style-type: none"><li>• Online Sharing as a viral marketing tool</li><li>• Online Sharing enables “Buy Book” allowing share recipients to purchase what they see</li><li>• News Channel is an embedded browser used for marketing and customer care</li></ul> <p>➤ <b>Effective tools for business growth</b></p>
Automated Production	<p>Automated production with existing or custom procedures, e.g.</p> <ul style="list-style-type: none"><li>• Xerox Freeflow Photo Automation Tool</li><li>• Ultimate ImposRIP: Automated imposition, printing and production efficiency as well as assisted finishing</li></ul> <p>➤ <b>Critical given many orders and low quantity per order</b></p>
Easy-to-Use & Powerful	<ul style="list-style-type: none"><li>• Single working space with every feature available in 1-2 mouse clicks</li><li>• No user interface clutter</li><li>• Commonly utilized user interface design – easy and intuitive</li><li>• Wizard-assisted process guides users in making even complex products in a few simple steps</li><li>• Intuitive user interface with limited or no required user training</li></ul> <p>➤ <b>Critical for success</b></p>



# Value Proposition Part 3



Feature / Condition	Value
Multiple Deployment Models	<ul style="list-style-type: none"><li>• Home-to-Net: Create at home and order online</li><li>• In-Store: Create and order in store</li><li>• Home-to-Store: Create at home and take to store to order</li><li>• Home Printing: Create and print at home</li></ul> <p>➤ <b>Reach all market segments</b></p>
Modular	<ul style="list-style-type: none"><li>• License client software only and integrate with own e-commerce, or</li><li>• Use DigiLabs Managed Services; includes branded shopping cart and back-office services. Control cash flow with own merchant account.</li><li>• Complete transparency with real-time monitoring of back-office</li></ul> <p>➤ <b>Flexible business model</b></p>
Scalable	<ul style="list-style-type: none"><li>• Minimize initial investment and risk with Managed Services and/or access to Photo Network (printing and fulfillment is outsourced to and managed by DigiLabs). Bring printing or e-commerce in-house when ready.</li><li>• Markets: Online, retail, B2C, B2B</li><li>• Own brand and multiple sub-brands</li></ul> <p>➤ <b>Controlled growth by offering, by market and by work</b></p>



# Value Proposition Part 4

Feature / Condition	Value
Feature-rich	<ul style="list-style-type: none"><li>• Resize, rotate and place photos, text and graphics</li><li>• Utilize backgrounds, page layouts, picture borders, mask shapes, clip arts, themes and more to create unique designs</li><li>• Zoom, pan and crop photos</li><li>• Change color to black &amp; white, sepia or fade</li><li>• Image-based enhancements</li></ul> <p>➤ <b><i>Rich user experience with limitless possibilities for unique designs</i></b></p>
Multiple Platforms	<p>Photo Creativity Software runs on MAC or PC platforms with the same rich user experience</p> <p>➤ <b><i>Reach more users</i></b></p>
Multiple Language Support	<ul style="list-style-type: none"><li>• Photo Creativity Software is self-contained with 25 user interface languages – users choose and switch to desired language</li><li>• Initial user interface language automatically set to OS language</li><li>• Support for all fonts including double-byte - users add text to personalized products using any font in any language</li></ul> <p>➤ <b><i>Reach diverse users</i></b></p>



# Value Proposition Part 5



Feature / Condition	Value
Seamless Upgrades	<ul style="list-style-type: none"><li>• New versions with new features and capabilities are made routinely and ported to private-labeled versions</li><li>• Maintenance releases made as needed to fix known problems</li><li>• Client software automatically detects for and manages upgrades and maintenance releases</li><li>• Private-labeled updates (product or content changes) managed similarly</li></ul> <p>➤ <i>Effortless upgrades and updates</i></p>
Secure	<p>In all deployment models, using a combination of encryption and controlled access, output files are secured and are printable only by the authorized center(s) for fulfillment.</p> <p>➤ <i>In full control</i></p>