



DigiLabs



DigiLabs Retail Solutions



DigiLabs In-Store Solution



Features

- **Software only** with up to two components:
 - Photo Creativity Software (In-Store and Home Versions): For end-user to create personalized photo products
 - Job Management Console: For store operator to manage job/orders/workflow
- **Runs on a Standard PC Platform**
- Enables
 - **In-store**: Create and Order in store
 - **Home-to-Store**: Create at home and take to store for ordering
- Configurable to **drive any printing device**: PDF or JPEG output for printing on Photofinishing (silver-halide), Digital Press or Large Format Inkjet
- Configurable for **one or more creativity stations per store**
- Configured with **full Keyboard and Mouse**, and with or without touch-screen
- Configured for separate parameters (e.g. pricing) per store
- Currently supports **25 User Interface Languages**, and any OS font
- Same **feature-rich** user experience in creativity at home or in store
- Customized with a **wide range of products** (photobooks, calendars, cards, etc.)





Value Proposition – Part 1

| Feature / Condition | Value |
|-----------------------|---|
| Standard PC Platform | <ul style="list-style-type: none">• Lower initial hardware investment• Lower ongoing upgrade, scale-up and maintenance cost <p>➤ <i>Lower overall cost in deployment and operations!</i></p> |
| Full Keyboard & Mouse | <p>In-Store User Experience in creating personalized products is</p> <ul style="list-style-type: none">• Fast: Users work faster with a full keyboard and mouse• Easy: Use keyboard and mouse to easily add text and manipulate (move, resize, and rotate) objects• Rich: In-Store version offers all features of home version <p>➤ <i>Users do more, and they do it faster and easier. Better for retailers to get user in and out fast!</i></p> |
| In-bound | <ul style="list-style-type: none">• Address market segment with no computer or those requiring assistance with in-store deployment• Address market segment who creates products at the comfort of their home but lacks either Internet access, credit card or security to use credit card online with home-to-store deployment <p>➤ <i>Ability to reach more customers and generate more revenue!</i></p> |



Value Proposition – Part 2

| Feature / Condition | Value |
|------------------------|--|
| Out-bound | <ul style="list-style-type: none">• In control of fulfillment logistics and cost by printing on any device with any desired consumable• Print locally, send to central printing facility, or mix by product <p>➤ Optimize production choice and cost</p> |
| Job Management Console | <ul style="list-style-type: none">• Configure each store separately for price, printing and product options• Accept jobs from home• Verify jobs, process orders, queue jobs for printing, and archive <p>➤ Control and efficiency for store operator</p> |
| Store Size | <ul style="list-style-type: none">• Large: Many creative stations and one behind-the-counter station• Limited: One station combines creative and counter activities• Small: No creative – only accepts and processes jobs from home <p>➤ Configure each store separately and conveniently</p> |
| Encryption | <ul style="list-style-type: none">• Jobs can be decrypted for local printing, or• Jobs processed locally but decrypted in centralized printing facility <p>➤ Secure jobs to desired production and fulfillment center</p> |
| Languages | User switches interface language to any available 25 languages <p>➤ Cater to diverse users</p> |



Value Proposition – Part 3

| Feature / Condition | Value |
|---------------------|--|
| Customization | <ul style="list-style-type: none">• Customize for products: photobooks, calendars, greeting cards, postcards, business cards, posters, canvas wraps, playing cards, prints, and more• Customize with design elements: backgrounds, themes, and much more <p>➤ <i>Opportunity for differentiation</i></p> |
| Print Quality | <p>Highest print quality with multi-layered (vector) PDF output</p> <ul style="list-style-type: none">• Highest resolution printed text – not rasterized• Photos can be enhanced offline with Perfectly Clear system• Images can be enhanced with spot coating , etc. <p>➤ <i>Deliver better quality and better value</i></p> |
| Production | <p>Automated production with existing or custom procedures, e.g.</p> <ul style="list-style-type: none">• Xerox Freeflow Photo Automation Tool• Ultimate ImposRIP <p>➤ <i>Critical given many orders and low quantity per order</i></p> |
| Upgrades | <p>Automated upgrades, maintenance and updates</p> <p>➤ <i>Effortless and always improving</i></p> |
| Modular | <p>Scale from home-to-store to in-store, from one station to multiple ...</p> <p>➤ <i>Ability to scale business as it grows</i></p> |



In-Store Creativity Solution

