



DigiLabs Retail Value Proposition

DigiLabs helps Retailers offer a wide array of photo-rich products in a fast-growing, profitable market. DigiLabs retail solutions consist of private-labeled photo creativity software for in-store or home creation as well as Job management Console for in-store handling of orders, jobs and workflow. These solutions enable retailers for in-store and home-to-store deployment models. With standard and optimized output files, DigiLabs retail solutions drive any printing device including digital presses, photofinishing devices or large format inkjet printers. It can be configured for one or more creativity stations per store or for separate parameters (e.g. product pricing and options) per store. Utilizing a full keyboard and mouse, DigiLabs in-store photo creativity stations provide a fast, easy and rich user experience.



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>➤ Lower overall cost in deployment and operations!</p>
Full Keyboard & Mouse	<p>In-Store User Experience in creating personalized products is</p> <ul style="list-style-type: none"> • <i>Fast</i>: Users work faster with a full keyboard and mouse • <i>Easy</i>: Use keyboard and mouse to easily add text and manipulate (move, resize, and rotate) objects • <i>Rich</i>: In-Store version offers all features of home version <p>➤ Deliver better quality and better value</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>➤ Ability to reach more customers and generate more revenue!</p>

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"> • <i>Large:</i> Many creative stations and one behind-the-counter station • <i>Limited:</i> One station combines creative and counter activities • <i>Small:</i> 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	<p>User switches interface language to any available 25 languages</p> <p>➤ Cater to diverse users</p>
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>➤ Opportunity for differentiation</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>➤ Deliver better quality and better value</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>➤ Critical given many orders and low quantity per order</p>
Upgrades	<p>Automated upgrades, maintenance and updates</p> <p>➤ Effortless and always improving</p>
Modular	<p>Scale from home-to-store to in-store, from one station to multiple ...</p> <p>➤ Ability to scale business as it grows</p>