



DigiLabs Value Proposition

As the leading provider of custom photo creativity software and services, DigiLabs helps Retailers, Labs, Commercial Printers and Quick Printers offer a wide array of photo-rich products in a fast-growing, profitable market. DigiLabs software is private-labeled, customized, easy-to-use and feature-rich, and it runs on multiple platforms (PC and MAC). Self-contained with more than 25 user interface languages and supporting any font in any language, the software is functional for global users. DigiLabs software is available with a number of advanced marketing tools to assist licensees with their business growth and continued success – these consist of tools for viral marketing, one-to-one marketing and self-publishing. DigiLabs offers modular solutions and flexible business models allowing licensees to use their own back-office or use DigiLabs' Managed Services, which is a full service cloud-based back-office. DigiLabs provide a cloud-based customization platform enabling licensees to customize, modify, test and publish software on their own. This cloud-based platform handles end-to-end automatic updates of the software. DigiLabs back-end strategy makes automated production workflow possible delivering cost efficiency, faster turnaround and minimized production errors. Finally, based on superior technologies of Server-Free Architecture and Multi-layered PDF output, DigiLabs delivers workflow efficiency and highest print quality. DigiLabs home and retail solutions do not require a server component thereby optimizing efficiency and scale, and minimizing cost and risk. DigiLabs software produces an optimized, vector PDF that is managed for color, font and resolution.

<i>Feature / Condition</i>	<i>Value</i>
Branding & Customization	<ul style="list-style-type: none">• Private-labeled• Differentiated with custom product sets, design content and pricing• Widest range of products and options on the market <p>➤ <i>Differentiated solution</i></p>
Multi-layered PDF Output	<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 (e.g. with Perfectly Clear system)• Images can be enhanced with spot coating, etc. <p>➤ <i>Deliver better quality and better value</i></p>
Server-Free Architecture	<p>No server component between Client Software and Printer</p> <ul style="list-style-type: none">• Lower cost in deployment and in operations• Lower risk (eliminates server component as potential for single point of failure)• Support for multiple deployment models• Faster deployments• Less IT dependence <p>➤ <i>DigiLabs solutions are based on a superior technology</i></p>

Feature / Condition	Value
Advanced Marketing Tools	<ul style="list-style-type: none"> • Online Sharing as a viral marketing tool • Online Sharing enables “Buy Book” allowing share recipients to purchase what they see • News Channel is an embedded browser used for marketing and customer care <p>➤ Effective tools for business growth</p>
Automated 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: Automated imposition, printing and production efficiency as well as assisted finishing <p>➤ Critical given many orders and low quantity per order</p>
Easy-to-Use & Powerful	<ul style="list-style-type: none"> • Single working space with every feature available in 1-2 mouse clicks • No user interface clutter • Commonly utilized user interface design – easy and intuitive • Wizard-assisted process guides users in making even complex products in a few simple steps • Intuitive user interface with limited or no required user training <p>➤ Critical for success</p>
Multiple Deployment Models	<ul style="list-style-type: none"> • Home-to-Net: Create at home and order online • In-Store: Create and order in store • Home-to-Store: Create at home and take to store to order • Home Printing: Create and print at home <p>➤ Reach all market segments</p>
Modular	<ul style="list-style-type: none"> • License client software only and integrate with own e-commerce / back-office, or • Use DigiLabs Managed Services; includes branded shopping cart and back-office services. Control cash flow with own merchant account. • Complete transparency with real-time monitoring of back-office <p>➤ Flexible business model</p>
Scalable	<ul style="list-style-type: none"> • 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. • Markets: Online, retail, B2C, B2B • Own brand and multiple sub-brands <p>➤ Controlled growth by offering, by market and by work</p>

<i>Feature / Condition</i>	<i>Value</i>
Feature-rich	<ul style="list-style-type: none"> • Resize, rotate and place photos, text and graphics • Utilize backgrounds, page layouts, picture borders, mask shapes, clip arts, themes and more to create unique designs • Zoom, pan and crop photos • Change color to black & white, sepia or fade • Image-based enhancements <p>➤ <i>Rich user experience with limitless possibilities for unique designs</i></p>
Multiple Platforms	<p>Photo Creativity Software runs on MAC or PC platforms with the same rich user experience</p> <p>➤ <i>Reach more users</i></p>
Multiple Language Support	<ul style="list-style-type: none"> • Photo Creativity Software is self-contained with more than 25 user interface languages – users choose and switch to desired language • Initial user interface language automatically set to OS language • Support for all fonts including double-byte – users add text to personalized products using any mix of fonts in any language <p>➤ <i>Reach diverse users</i></p>
Seamless Upgrades	<ul style="list-style-type: none"> • New versions with new features and capabilities are made routinely and ported to private-labeled versions • Maintenance releases made as needed to fix known problems • Client software automatically detects for and manages upgrades and maintenance releases • Private-labeled updates (product or content changes) managed similarly <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>

