

# DigiLabs



## Imaging Applications for the Digital Age

Proud Partner Of:

Sold by

**Kodak**

Business Partner



**XEROX** BUSINESS PARTNER

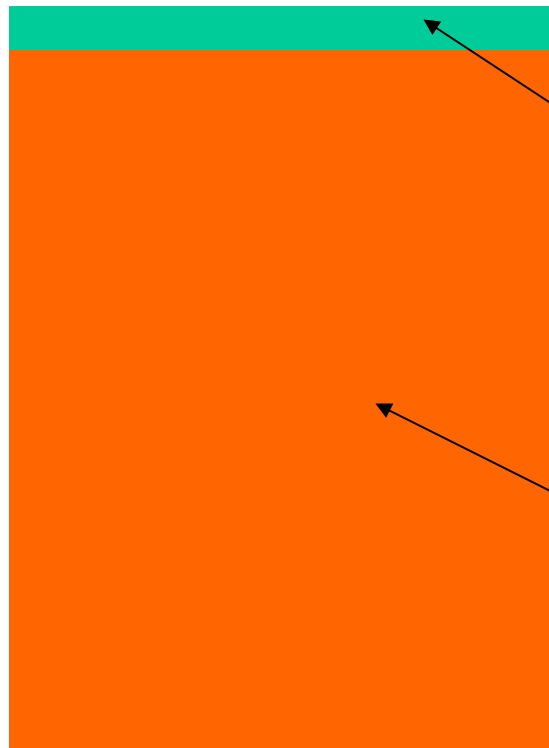
**FUJIFILM**

**ULTIMATE**  
[www.imposition.com](http://www.imposition.com)

**pts|consulting**  
World class. Local knowledge.

**Duplo**

# The Opportunity



6% *Only 6% of 58 Million Households Have made online purchases of personalized photo merchandise (photobooks, cards, calendars)*

**The current market**

**The “Opportunity”**

**58 Million U.S. Households Own Digital Cameras and Have Internet Connections**

# Beyond Photobooks!

## Compound Annual Growth Rates, 2005-2010



Source: InfoTrends Photo Merchandise Study – December 2006

# The DigiLabs Solution



- Private labeled software for the creation of photo books, cards, & calendars. Used by licensee's customers to create and upload these photo products.
- Multilingual & localized versions (8 languages)
- Easy integration with third party back-end solutions. (Kodak, XEROX Free Flow, Ultimate Impostrip, Objective Advantage, Duplo)

# The DigiLabs Solution (2)

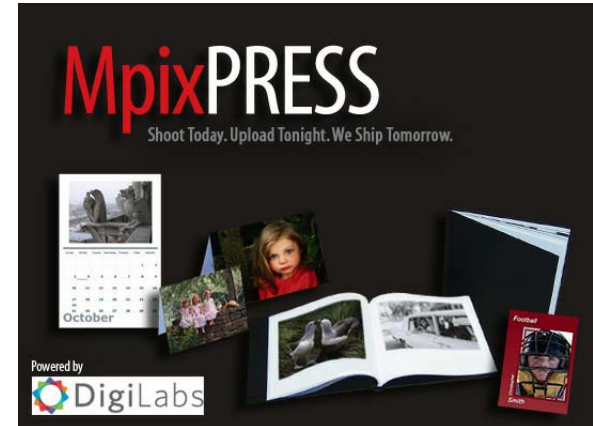


- Home to Store – used by customers to create and upload personalized photo products at the convenience of their homes.
- In Store (Kiosk) – used by customers and/or store employees to easily create PPP's in store
  - includes management console for in-store workflow
- Both solutions are easily integrated into one production workflow

# The DigiLabs Value



- The most powerful & comprehensive creativity suite. From “wizard” based design to unlimited customization
- Multilingual Windows & Mac
- YOUR branding, logo, products, & information



# The DigiLabs Value (2)



- Time to market- start accepting orders within weeks
- Stand alone desktop application. No need to acquire or deploy DL server components
- Lower cost of ownership
  - Enables simple and cost effective back-end
  - Optimized bandwidth and storage (resizing of files)
  - Leverage existing infrastructure
  - Integrated with leading backend solutions

# DigiLabs Software



- Photo books, Calendars & Cards design software
- Windows & Mac versions
- Supports “wizard” creation for beginners or full design mode for professionals
- Choose from existing design templates, frames, & backgrounds or do it all yourself
- Support any language and any font on user’s OS
- Rich feature set including image enhancement



# Once created...



User clicks “Send to Print” and..

- Automatically uploads a resized print ready vector PDF\* print package to licensee’s server
- Opens licensee’s online shopping cart
- That is it! No server component required

\* Vector PDF – why does it make a difference?

- Vector text vs. raster text. Get the highest quality your printer enables
- Image Tagging- Works with third party image enhancement solutions

# Included in the License

- Unlimited distribution to your customers (download and/or CD's in store)
- Full private label-
  - Information screen
  - Selection of products
  - Content customization
- Integration
  - With your upload server
  - With your shopping cart (DigiLabs shopping cart optional)

# Pricing

- Simple and cost effective pricing model
- Conventional software licensing
  - No penalty for success
  - No click fees
  - No % of sales

# Used By Top Labs In The US



*“We enjoy working with your company. Your software continues to perform flawlessly with our two NexPresses. When we first entered into a partnership with Digilabs, naturally I was a little concerned. You made some pretty bold promises. But you all did exactly what you said you would. That seems to be rare in this world.*

*Thanks to the Digilabs system, we are looking forward to an extremely strong fall season. Keep up the great work!”*

*Richard Miller*

*(Millers Pro Imaging and Mpix)*



*“ After testing several solutions, we found Digilabs' software to be both easy to use as well as deliver robust customization and speed that we believe is unmatched in the industry”*

*Paul C. Kimball*

*President and Chief Operating Officer  
CPQ Professional Imaging*

# Contact Us



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