

photogize®

Online Photo Fulfillment System

Give digital photo customers new reasons to visit your store

Now it's easy to create a digital photo print business built around your digital minilab. Photogize includes both a Web site branded with your logo, to capture customer orders, and comprehensive lab-side software to manage order processing and print production. It's a complete photo retail software solution. Introduce both old and new customers to the new way of making photo-quality digital prints — they simply Print-from-Home™ on a home PC, then pick up their prints at your store.



Leverage your digital minilab investment without adding "Per Click" Fees

Improve your digital minilab's ROI by offering customers the digital photo services they want. You'll quickly create web-based print order forms, set print pricing, offer special promotions, download web orders for printing, manage multiple queues of print orders, process files for optimal digital minilab printing, and generate invoices automatically. You'll also like the reasonable start-up costs and no "Per Click" fees that require you to share your photo print revenue.

Promoting Photogize at retail tells film customers you're a one-stop shop for film and digital services. If you sell digital cameras, add value to each sale by introducing the convenience and quality of a Photogize Print-from-Home solution. As you educate customers, strengthen customer relationships and give customers new reasons to return to your store.

Now is the right time to get the right tools...

With 20 million digital cameras in the U.S. market by year-end 2002 (PMA Feb 2002) and 25 million broadband Internet users (Nielsen/Net Ratings April 2002) the digital photo future is now becoming reality. To capitalize you need the right tools — that meet your needs now and scale up with you as your digital business grows. Unlike other online imaging services that do little more than store JPEG files on the Internet, Photogize is an end-to-end digital photo web and retail solution. Critical lab-side features include digital print order workflow management, automated order-tracking email notifications and proprietary software to optimize print performance with market leading digital minilabs and color photo printers.

...from the right company

For 15 years Graphx Inc has developed market leading print software for high-end color imaging hardware. Graphx' award-winning RasterPlus® software is used by more than 15,000 commercial customers, including customers in photofinishing labs around the world. Photogize is built on reliable RasterPlus technology.



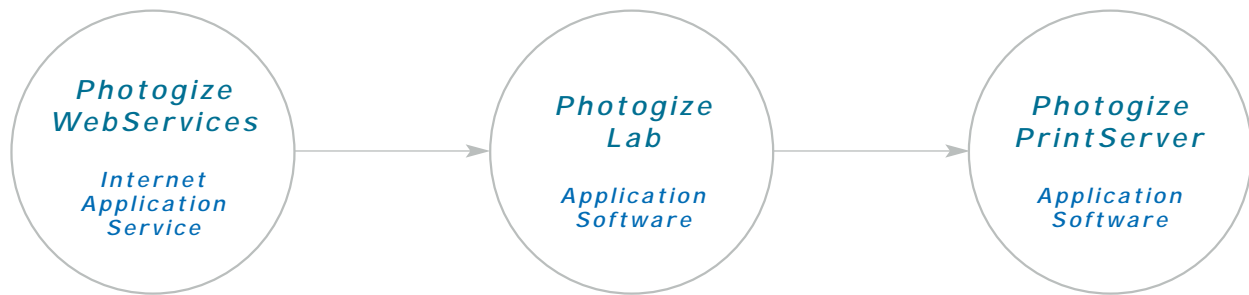
Discover the short path to Print-from-Home™ profitability

Photogize is the most cost effective digital print solution on the market today. With low start-up costs and no "Per Click" fees that require you to share print revenue, you'll be on the road to profitability quickly.

Graphx®
We Make Digital Print™



photogize® System Components



Photogize WebServices is a hosted web service branded with your name and logo. Your customers easily upload and place print orders to your website any time of the day. Reliable *IBM e-business Hosting™* infrastructure provides this service in late 2002.

Photogize Lab resides on a PC in your photofinishing lab. Dynamically create and update the photo print services and prices you offer to customers. Photogize Lab also manages the print order flow from Photogize WebServices into your lab.

Photogize PrintServer resides on a PC connected to each digital minilab or photo printer. Photogize PrintServer automates and optimizes essential photo print tasks in a high volume print production environment.

Product	Feature	Benefit
Photogize WebServices	<ul style="list-style-type: none"> ▶ Fixed cost pricing to the photo retailer ▶ Simple email or web upload ▶ Automatic Print Order Page email reply ▶ 30 day digital photo storage 	<ul style="list-style-type: none"> ▶ No "click fees" or revenue sharing ▶ Easy to use! No software to load on customer PC ▶ Simple for the consumer to order prints ▶ Increase reprint opportunities
Photogize Lab	<ul style="list-style-type: none"> ▶ Print Product Creation Wizard ▶ Intelligent Print Order Harvesting ▶ Company Logo Insertion Tool 	<ul style="list-style-type: none"> ▶ Easily create and update photo products and prices ▶ Automatic or manual order retrieval ▶ Your logo on web, order pages, index prints and invoices
Photogize PrintServer	<ul style="list-style-type: none"> ▶ Direct interface to Photogize Lab ▶ Print from any Windows® or Mac® application ▶ Generate Index Prints automatically ▶ Intuitive Hold, Print, and Archive GUI ▶ Simple Hot Folder printing 	<ul style="list-style-type: none"> ▶ Print Internet orders with one click ▶ Distribute minilab print power throughout your lab ▶ Improve print order job control ▶ Automate and improve print workflow management ▶ Poll and print custom print jobs with ease

For more information visit: www.photogize.com

Supported Devices

Digital Minilabs

Agfa d-lab
 Fuji Frontier
 Gretag Mileca and Netprinter
 Gretag Masterflex Digital
 Kodak 2711 DLS, 2721 DLS, 2921 DLS
 System 88 DLS, System 89 DLS

Konica QD21
 Noritsu MP-1600, QSS-2701,
 QSS-2711, QSS-2801/02,
 QSS-2901, QSS-3001, QSS-3011,
 QSS-3101, QSS-31PRO
 Phogenix DFX

Digital Photo Printers

Fuji Picrography series
 Kodak 8650/60/70
 Sony UP-D70A, UP-D8800

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