

Photogize® Events



Overview

The Photogize Events Channel is the new online service designed to generate new digital print sales from online event albums. If you have a studio or employ photographers, use the Events Channel to create event albums from the wedding, portrait, sports and local events you shoot. Then invite consumers to view the online album photos and place online print orders. If you don't have captive photographers, use the Events Channel to build new relationships with independent event photographers. You can offer them a unique service to sell their prints online, one that includes a closedloop print fulfillment to your lab. Your event fulfillment business grows as event photographers use your online event service.

Native PC and NATIVE MAC client software

Windows and Apple Mac Client Software for the Photographer The Photogize Events Channel uses a special version of the EPX Express software, from Eventpix.com, a \$100 value. Both Apple Mac and Windows versions are available. Photographers use the software to define print products and pricing, organize photos, and create thumbnails for uploading. Event albums can be open to the public or made private, requiring a password set by the photographer. Other features include the ability to add watermarks to each photo, and define photo thumbnail preview sizes. Photographers can also visit the eventpix.com site to review online training movies of the software.

The Best Business Model in the Business!

The Photogize Event Channel is NOT click-fee based. Event photographers pay a small fee for each online event, based on the number of photos in the online event album. There are no additional charges to the event photographer. Photo labs pay a yearly subscription fee for the Photogize Events Channel. The fee includes an unlimited distribution license for the event album software that you distribute to photographers using your service. There is NO upload fee when photographers upload photos to an event album. The photo lab pays standard Photogize WebServices fees when print orders are sent from photographer to the lab. Also the Event Channel tracks prior orders received, so photos are only sent once, saving you time and expense.

Online Events are Opening New Markets

Now wedding photographers can generate sales directly from wedding guests in addition to the bridal party. Youth sports teams can raise funds from game-time action photos. Schools, churches and civic associations can create online event albums and offer print ordering as an effective fund raising tool.



Overall Top Technology
Graphx Photogize



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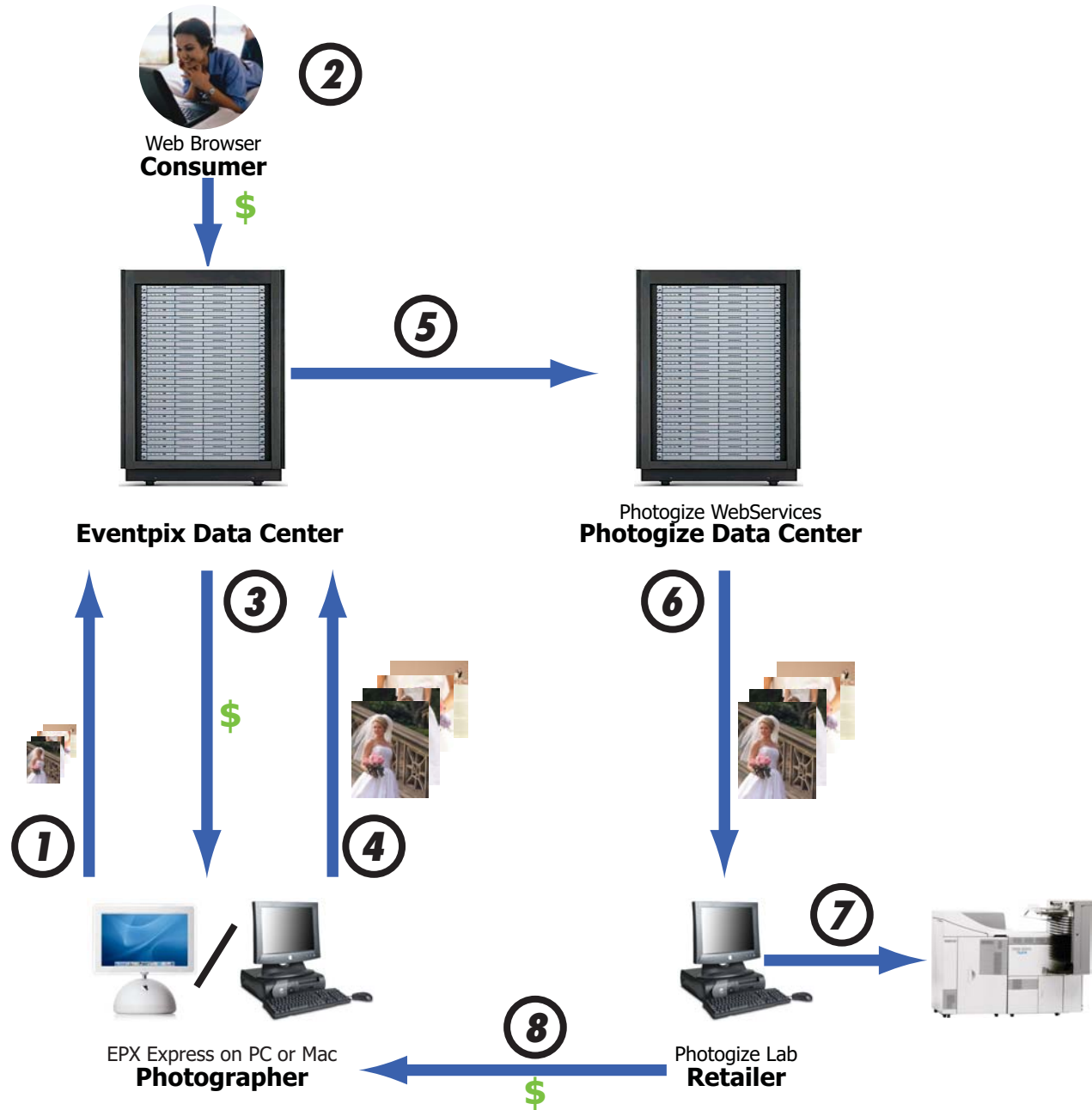


Overall Top Imaging Product
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Graphx®
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Photogize Events



- ① Photographer creates a password-protected online event, and uploads products, pricing and watermarked thumbnails using EPX Express software.
- ② Consumer browses to event via Photographer's website and places print order
- ③ Photographer harvests Consumer order
- ④ Photographer reviews order and submits lab order and high-res photos to Eventpix Data Center
- ⑤ Eventpix Data Center automatically forwards order and photos to Photogize Data Center
- ⑥ Retailer harvests order from Photogize Data Center with Photogize Lab software
- ⑦ Retailer fulfills order using Photogize Lab and RasterPlus software
- ⑧ Retailer invoices Photographer for the completed print order