

Album Maker 6.0



M-PHOTO INTRODUCTION:

M-Photo developed a comprehensive production floor management system for photolabs and print shops using digital printing technology.

The system is comprised of a powerful backend engine and series of front end tools which allow the shop's customer to create and send to the shop electronic print orders for regular photo orders, school photography orders and complete fully composed photo albums/photo books.

Please look at M-Photo's web site for more details:

www.m-photo.com

Follows some links to customer's sites offering the M-Photo Album Maker:

www.book4me.co.il - Israel
www.ggc.cz/gcc-foto/ - Czech Republic
<http://www.albumnaredi.si/> - Slovenia
<http://www.fotonet.info/> - Poland

So far, the M-Photo system has been translated into: Hebrew, Czech, Polish, Slovenian, Croatian, Dutch, Deutsch, Norwegian, Portuguese, Spanish, Russian, Turkish.

Comparison With The Main Competition:

General:

The M-Photo product line presents a “one stop shop” comprehensive system that covers a large variety of production workflows, common in the photofinishing market as well as at print shops using digital printing technology. Most other solutions only allow Album making, with a limited backend or with interfaces or integration being offered with third party backend solutions.

Business Model:

- In M-Photo product, the lab gets full ownership over the operation M-Photo is not involved and not charging clicks - with most competitors, everything is channeled via a central service and accordingly, they charge base fee plus clicks. Their base fee pricing is similar to the cost of the Album Maker package (more or less).

Technical – Lab Side:

- M-Photo allows integration with any on-line payment system or with the lab’s web site - most competitors lock you to one service (the one connected with their central service).
- M-Photo allows to open the order and color correct the individual images included in the album pages - no competitor allow that - some do so via some “hacking” with Photoshop or PDF parsing, but by doing so, they also effect the rest of the album page (background, frames, clip arts)
- M-Photo allows full bleed, cut marks, label printing on margins, etc. in the preparation of the album pages for printing - most packages are not even aware of its importance.
- M-Photo can send to print onto 17 different output devices



- M-Photo allows full branding of the system purchased by the buyer, including affiliation - competitors allow branding “registered at their central service” without the affiliation ability or with a very limited one.

Technical – Customer Side:

- M-Photo allows the customer to create new albums based on pre-prepared sample albums or albums the customers built by him/her self. None of the competitors allow that.
- M-Photo allows reorder of an album in other aspect ration (example, to reorder a 3:4 proportions album, of an original album at 2:3 ration) - none of the competitors allow that.
- M-Photo allows masks and sophisticated frames (with alpha channels) most competitors don’t allow masks and their frames are simple ones (single color).

(minilabs, roll to roll printers, inkjets, digital printers), and print to multiple ones simultaneously - none of the packages competing with M-Photo allow it (at best, they drive the digital printers and an inkjet).

- M-Photo allows a scalable solution - client/server configuration - none of the competitors allow that - they are all stand alone solutions, thus, if the work load increases, they use multiple stand alone stations (un-synchronized of course).
- M-Photo allows multi-lingual support - to translate the M-Photo system to French for example, it will take few days of non programmatic work (just need to translate texts), with no charge by M-Photo. None of the competitors allow that.

M-Photo Lab Server Version 6.0

This package runs on a stand-alone computer (PC, Windows 2000 or XP professional OS). This package includes all products included in the M-Photo product line version 6.0, including the:

MPR500 Pro • Album Maker • Order Maker • Order Maker Pro • Contact sheet maker • Template maker

The system allows you to design the look and content of the Album Maker application and the Order Maker application, and distribute for free a Setup application based on your design to your prospect customers accordingly. The backend of the system, MPR500 Pro, allows you to load such orders coming from your customers, color correct the images included in the order, render the images (including images filled-into templates and/or images included in place holders of album pages) and send the final result to print to any number of output devices simultaneously, to any output device supported by M-Photo. This is the server side of a client/server configuration, and it also includes a set of two hot folders, for downloading print orders (created with Album Maker or Order Maker) from the FTP and

for loading print orders into the MPR500 Pro database. The system allows you to work with up to 20 affiliates or registered album maker customers, 50 affiliates or registered order maker customers and with unlimited number of unregistered customers for both applications. The server configuration is also ready to accommodate client stations (purchased separately as add-on products), all tied-into the server database, as your volume of work necessitates.

Add-ons:

You can add client stations and various add-on modules and additional license to use additional registered customers/ affiliates – we will give you a cost proposal accordingly per your request.

Maintenance:

First year support – free bug fixing and upgrades for free. Starting the second year, the maintenance cost is priced at 15% of the purchase price.



Album Maker Package Version 6.0

This package runs on a stand-alone computer (PC, Windows 2000 or XP professional OS). It allows you to design the look and content of the Album Maker application and distribute for free a Setup application per your design to your prospect customers accordingly.

The backend of the system, MPR500 Pro, allows you to load such orders coming from your customers, color correct the images included in the placeholders of the album pages, render the combined pages and send to print, to one output device supported by M-Photo, the ready to print album pages. The system allows you to work with up to 20 affiliates or registered customers and with unlimited number of unregistered customers.

Add-ons:

You can add various add-on modules and additional license to use additional registered customers/affiliates – we will give you a proposal accordingly per your request.

Maintenance:

First year support – free bug fixing and upgrades. Starting the second year, the maintenance cost is priced at 15% of the purchase price.



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