

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

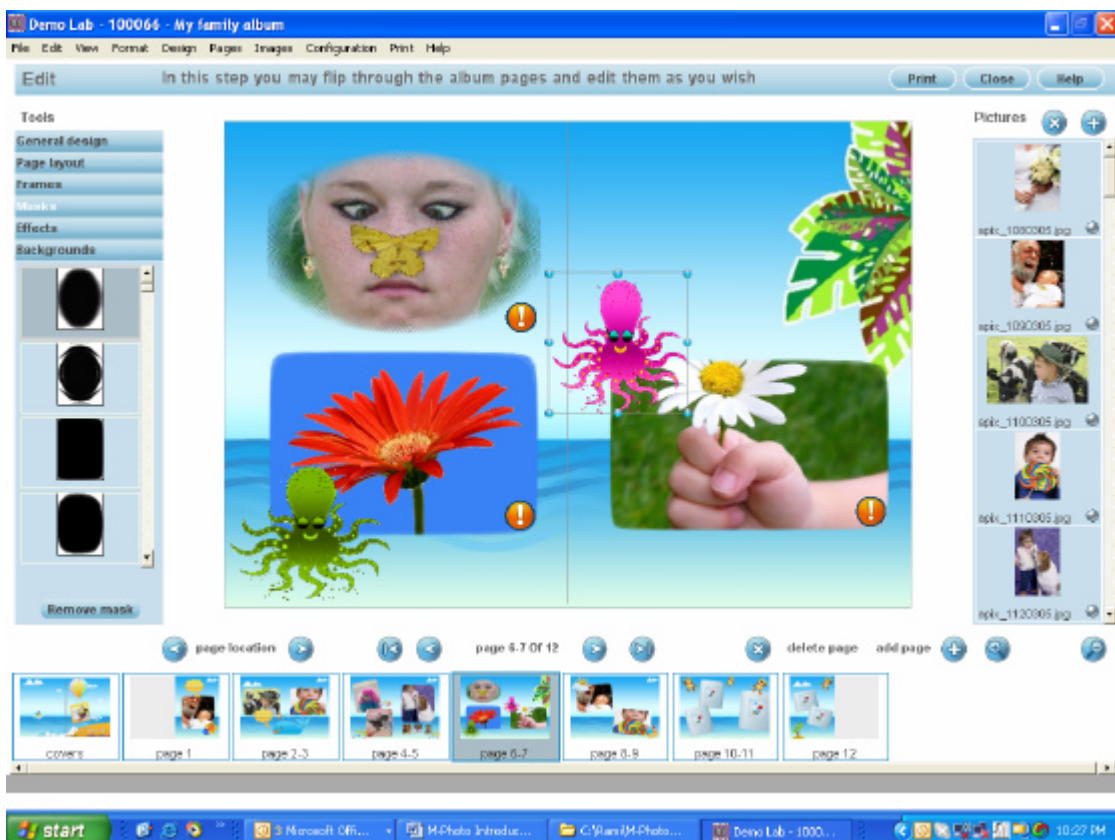
In addition, you can download from the web site the customer version of the Album maker (http://www.m-photo.com/Album_Maker.php) and the customer version of the Order Maker (http://www.m-photo.com/Order_Maker_Pro.php).

M-Photo sales channels:

M-Photo is selling its products world wide, using a variety of sales channels:

1. Xerox in a variety of countries (Israel, Turkey, Slovenia, Croatia, Poland, Czech Republic, South Africa (covering 26 African nations), India, Russia (covering all former Soviet Union countries plus Bulgaria and Romania) and soon the US.
2. The Shimone group in Israel which is the exclusive distributor of Fuji in Israel.
3. Independent dealers in the US, Germany and Italy.
4. Direct sales to customers all over the world.

Album Maker main user interface:



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

<http://www.zoomzoom.co.il/> (that is in Hebrew)

<http://album-maker.deino.av-studio.net/download> (that is in Slovenian)

<http://www.fotografsiparis.com/> (that is in Turkish)

So far, the M-Photo system has been translated into: Hebrew, Italian, Deutsch, Turkish and Slovenian, and soon it will be translated to: Russian, Polish, Czech and Africans.

Comparison with the main competition:

Main competitors:

- MyPhotoFun (Holland)
- AlbumPrinter (Holland)
- IPLabs (Germany)
- DigiLabs (US)
- LabPrints (US)

In the comparison between M-Photo and these products:

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:

1. 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).
2. 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:

1. 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.
2. 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

3. M-Photo allows masks and sophisticated frames (with alpha channels) – most competitors don't allow masks and their frames are simple ones (single color)

Technical – lab side:

1. 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)
2. 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)
3. 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
4. M-Photo can send to print onto 17 different output devices (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).
5. 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)
 6. M-Photo allows multi-lingual support – to translate the M-Photo system to Zulu or Africans (in South Africa) 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.