

AlbumMaker **7**



**Album Maker 7
supports both
PC/Windows
and MAC**

M-PHOTO INTRODUCTION:

M-Photo develops and sells Production floor management systems for Professional photolabs and print shops using digital printing technology, with the prime emphasis to allow the next generation of digital photography: value added prints, with a focus on photo books.

M-Photo's product line includes a powerful backend system, which is a scalable solution (client/server architecture), and a variety of front end tools which the lab or the print shop custom create from the backend system and is allowed to distribute for free to its end customers.

Follows some links to customer's sites offering album service based on M-Photo system:

<http://www.rapidstudio.co.za/> - South Africa
<https://www.avatree.com/> - Canada
<http://www.scrappixx.de/> - Germany
<http://www.book4me.co.il> - Israel

The M-Photo product line has already been adapted to over 25 languages. The product is sold world-wide directly or via distributors. Currently, M-Photo sold about 200 systems to customers located in 25 countries in North America, South America, Europe, Middle East and Africa, South Asia and the Asia Pacific. For more details, please visit:

www.m-photo.com

The M-Photo value proposition and key points

General:

- Comprehensive solution for commercial printers, photo labs and independent service providers.
- All in one - Album making, traditional photo print orders and School/Sports.
- Powerful color correction system integrated with all workflows.
- Two tier affiliate models available.
- Systems fully adopted to over 25 languages, including right to left languages (Arabic and Hebrew). Adaptation to new languages takes few days work of a translator – no single line of code needs to be touched in such process.
- Easy product creation by using pre-defined story boards (sample albums).
- Integration with Web Photo sharing, including Facebook plug-in.
- Smart FTP uploader (order elements rather than final one PDF file)
- Easy integration with the customer's web site and on-line payment system.

Business Model:

- One time license fee – no click charges.
- One year warranty includes free support and free upgrades.
- Two tier affiliation model supported – each affiliate version can be distributed freely to unlimited number of users. Affiliate versions can be fully mutually exclusive in skin, product offering, graphics and administration

Customer version – Album Maker:

- Wide range of product types, including edited dust jacket covers, saddle stitch booklets/magazines, photo books, photo albums, posters, calendars, greeting cards, self publishing books, and much more.
- Automatic Loading of various print order types – album maker orders, traditional photo print orders (Order Maker) and School/Sports orders with variable data. Specs are available to allow such loading from External ordering systems.
- Seamless integration with external image photo enhancement tools (like Indigo HIPES) or with M-Photo powerful MPR500 Pro color correction tools (equivalent to Kodak DP2).
- Printing simultaneously to multiple output devices, including digital printers, all major Photo printers (minilabs and roll to roll) as well as Windows driver based output devices.
- Fully integrated with the leading JDF based DFEs (Indigo, Xerox DocUSP, EFI and Creo).
- Output produced per the print specifications of the product and the output device type - bleeding, cut/fold marks, identifying text on the margin pages, ICC profiles and more.

Backend system:

- Scalable client/server architecture including automatic load balancing between the server and the client stations.



M-Photo Lab Server – full automation and scalability

This package can be installed on a PC, with XP/Vista/Windows 2003/2008 server or Win 7, 32 or 64 bit OS). Normally our customers use a dual or quad CPU, with over 2.8GHZ, enough memory (3 GB or higher) and enough disk space. The server license includes the entire M-Photo product line, except for: GUI customization, the SDK for web photo sharing integration, Facebook plug-in and except for the Album order SDK. It includes: the database (Microsoft SQL server), Album maker, MPR500 Pro, MP-LabAdmin, hot folders (FTP downloader and the hot folder that loads automatically albums to the database), Template maker. Contract Sheet maker, Order maker and Order maker Pro. This version comes with support for 20 affiliate versions. This version allows output to be sent to multiple output devices simultaneously, including digital printers, long list of Photo printers and any Windows driver based

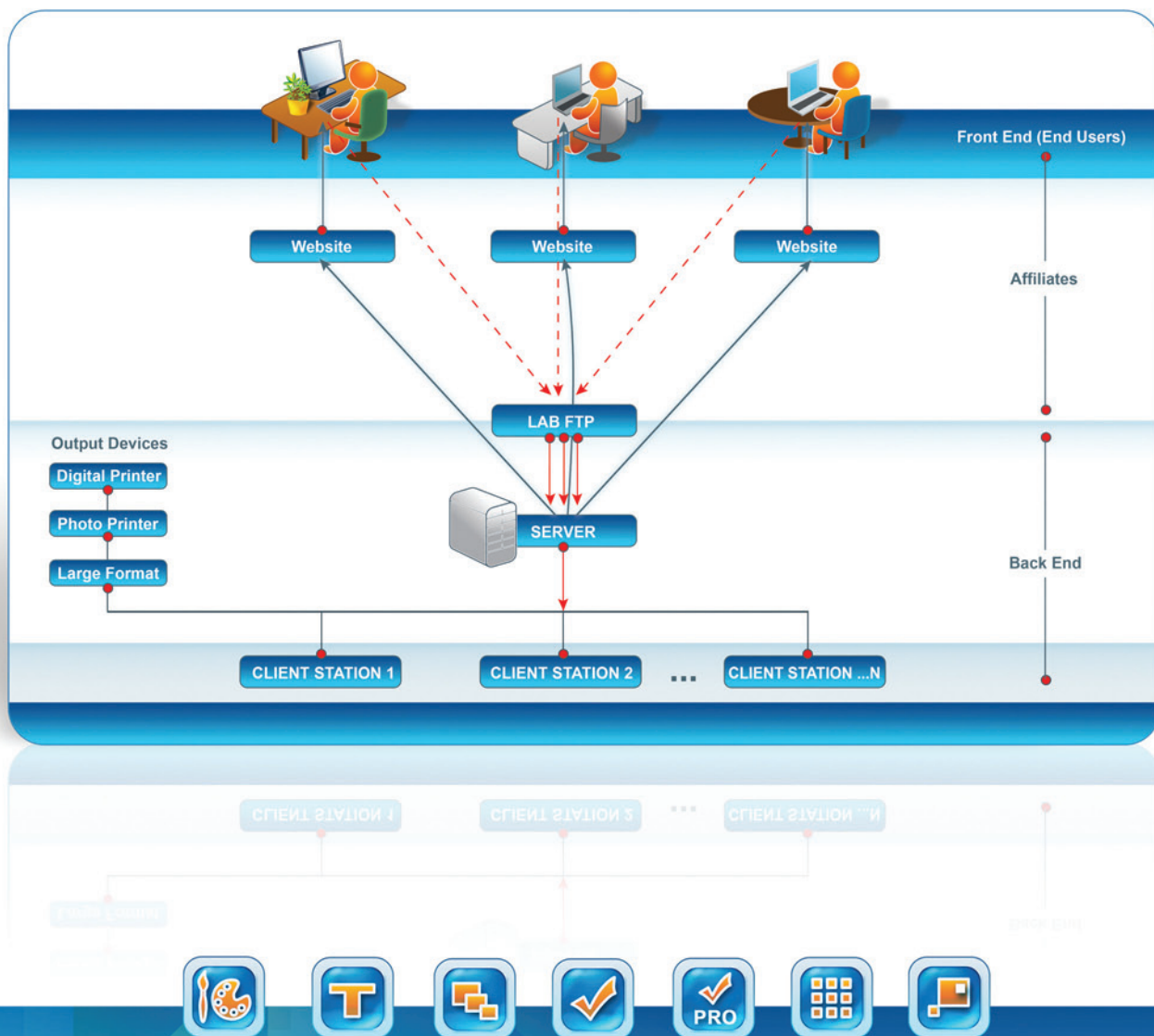
output devices. We also supply some content for free (various albums types, hundreds of templates, background images, frames, masks and clip art elements).

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 – stand alone backend, fits relatively low production capacity

This package can be installed on a PC, with XP/Vista/Windows 2003/2008 server or Win 7, 32 or 64 bit OS). Normally our customers use a dual or quad CPU, with over 2.8GHZ, enough memory (3 GB or higher) and enough disk space. Compared with the Lab server version, the Album maker package runs on a stand-alone computer and you cannot add client stations to it, and it does not include the following modules: hot folders for order automation, Contact sheet maker, Order maker and Order Maker pro and it can send output to only one output device. This version comes with support for 10 affiliate versions.

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.

Cards
Calendars
Color Books
Invitations
Albums
Posters



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