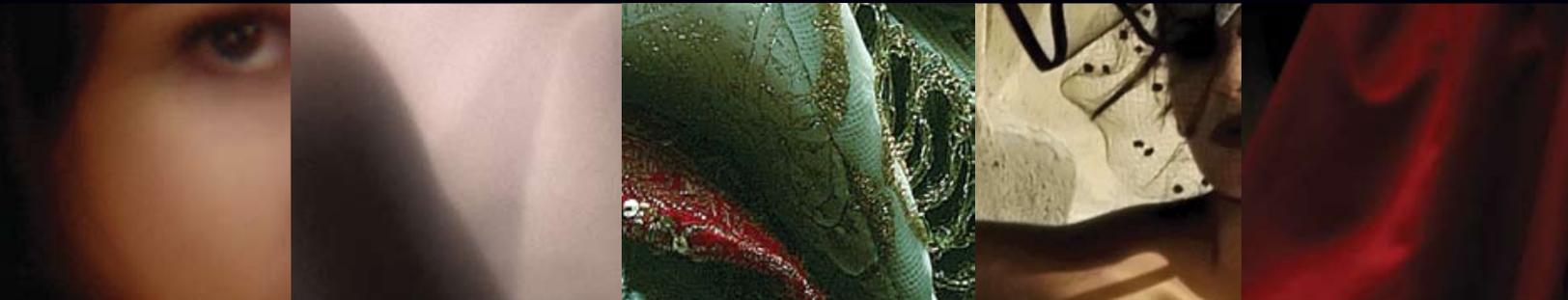


ONLINE STOREFRONTS | Powerful resources to free your time.

SALES TOOLS | Sell your work online and reach more customers.

AND PROFESSIONAL PRINTING | Top-quality prints and gifts.

4 PROFESSIONAL PHOTOGRAPHERS



Enhanced Workflow Software: Your Photos on the Web in Minutes

Pro Studio Manager

We've developed Pro Studio Manager (PSM), our photo management software, to work seamlessly with your online storefront. With it you can create galleries, place orders, check sales, edit and upload your photos. The greatest time-saving factor is that PSM automatically generates thumbnails of your photos when you upload them. This feature is a three-fold benefit: your uploads are faster, you use considerably less file space on your account, and you only need to edit your photos once they are ordered.

We have found that typically 50 percent of all photo sales are placed within the first 48 hours of an event. With a thumbnail-based website, your photos are online quicker with

little to no editing, and with faster upload times. Because customers want to see their photos while the excitement of their event is fresh in their minds, you'll be better equipped to meet their needs and generate more orders.

"Pro Studio Manager lets me focus on photography and makes the image uploading and management process easy. I love the way Pro Studio Manager handles orders even when I'm not around."

—Serge Timachoff, Washington

Printroom Direct: Powered by ROES

Our online lab order software allows you to order products directly from the lab. With a wide assortment of custom items, you can drag your image directly into templates and preview the results before ordering.

Volume pricing is available and most Printroom Direct orders include free two-day FedEx shipping when meeting the minimum order requirements.

This product is ideal for high-volume sports photographers as well as hands-on wedding and portrait photographers.

Products and features:

- Wedding Albums
- Sports-specific Items
- Mounted Finished Items
- Image Enhancement
- And much more

IMAGE STORAGE

Classic account members receive 300 MB of thumbnail storage. Pro Account members receive 1 GB of space and Premium account members receive unlimited storage. With 300 MB of space, you can store from 5000-7000 thumbnail images. As long as you upload thumbnails first, using Pro Studio Manager, the storage for your high-res images is always unlimited.

CUSTOM IMAGE ENHANCEMENT

If you want professionally-edited images, you can have Printroom's image enhancement technicians manually edit and enhance your image for a small additional fee. Custom image enhancement can be ordered for any image in your galleries or you can choose to have an image enhanced when it is ordered by your customer.



SPEND YOUR TIME WISELY

Life is about time. It's about having time to do what you love, time to do what's important to you, and time to spend with the people that you care about. It's about finding the resources to help you make the most of your time and to help you to manage your business more effectively.

Printroom was developed by a group of engineering professionals passionate about photography. They had the vision and capability to design a system that allows photographers to spend more time doing what they love, and less time managing customers and vendors.

With the advent of digital photography and the Web, photographers can now shoot images and post them online the same day. With a custom website with integrated storefront from Printroom, you can upload your images and start selling them in minutes. Real-time image uploading translates into real-time sales. We process the payment and shipping information and send the products directly to your customer with your name on the package. You quickly become a full-service photographer without having to manage the backend, which frees you to do more of what's important to you.

With the Printroom Flash Website Builder it takes only minutes to get set up online with your custom website. You receive a personal account manager, and a support staff that is available not only for your questions, but for your customers' as well. You also get an entire team of engineers, Web developers, and a photo lab working directly for you.

It's about time.



You get an entire team of engineers, Web developers, a photo lab, and customer support representatives working directly for you.

FEATURES

Here are just a few of the features that **Printroom** offers to help you build a successful photography business.

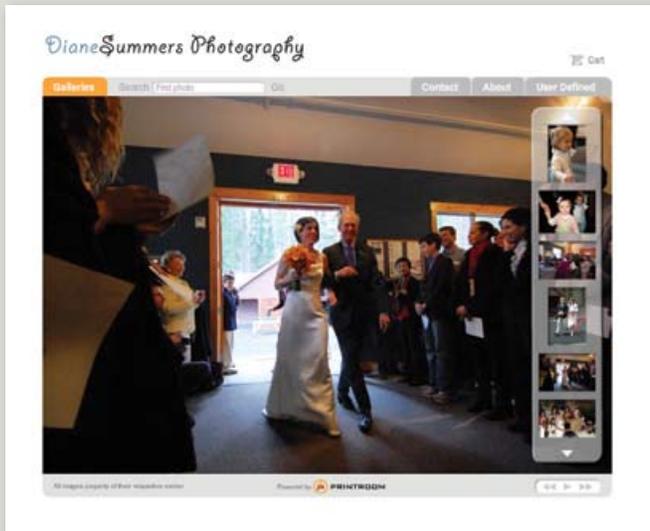


PAPER

- Fujicolor, Kodak Metallic, and Ilford black & white professional papers
- Matte, glossy, or pro lustre semi-gloss
- Most papers are backprinted with copyright/reprint warning
- Long-lasting, with superb color reproduction



BE A SHOW-OFF: YOUR ONLINE WEBSITE WITH STOREFRONT



With a Printroom Pro account, you can create a custom website in minutes. Upload your logo, add a photo slideshow of your best work, create a contact page, or add your own special messaging.

It's sleek, and it's uniquely yours.

Your clients can access their galleries directly from your home page and can order prints and photo products directly from your site.

Your online storefront combines your marketing and your sales in one site, making it more manageable for you, and seamless for your customers.



Upload your logo



Add your photos



Enter your text

Website Highlights:

- Online tool that allows you to create your Flash website with storefront in minutes
- Animated Flash slideshow of your best photos on your homepage
- Direct access to your galleries from your homepage for seamless integration
- Add your own content, logo, and information

"The bride sends the gallery out to all her people, and I get thousands of hits. There are tons of people on my site who wouldn't have been there before. It's a great marketing tool."

—Cherie Steinberg Coté, Beverly Hills, CA

PRO LAB

- Continuous-tone printing for lossless prints
- Latest silver halide printers from Fuji and Durst
- Constant equipment calibration and color profiling
- Consistent and predictable print output
- True black & white printing

TRAINING

Printroom offers live training courses for our customers. Our support staff is available to help you maximize your business. Sample classes include:

- Getting Started
- Print Quality
- Pro Studio Manager for the PC
- Pro Studio Manager for the Mac
- Printroom Direct



HOW TO SELL YOUR PHOTOS IN THREE STEPS



- 1 SHOOT AN EVENT.**
- 2 SYNCHRONIZE YOUR GALLERIES.** With our Pro Studio Manager software, thumbnails of your photos are automatically generated and uploaded to your website. It also creates your galleries, and allows you to make them public or private.
- 3 SET YOUR PRICES.** Log on to your Printroom account and either assign pre-existing prices or set new ones for each group or gallery.

YOU'RE DONE. Give your clients your Web address, and you're ready to sell. Your store is open 24 hours a day, and prints are sent directly to your customers with your name on the package.

"When we take pictures, people always want to know when they'll see them. With Printroom, our turnaround time is so quick, and our customers are shocked that they'll be receiving their prints within a week. Our speed is what we've always bragged about."

—Heather Farley, Meadow Vista, CA

OUR PRODUCTS: ONLY THE BEST

We work with professional photographers, which means that our products are top of the line. We use professional-grade photo papers such as Fuji, Kodak, and Ilford. Our prints are developed using continuous-tone processing, just like film, and with true black & white developing, your customers will receive long-lasting prints that they would expect from a professional photographer.

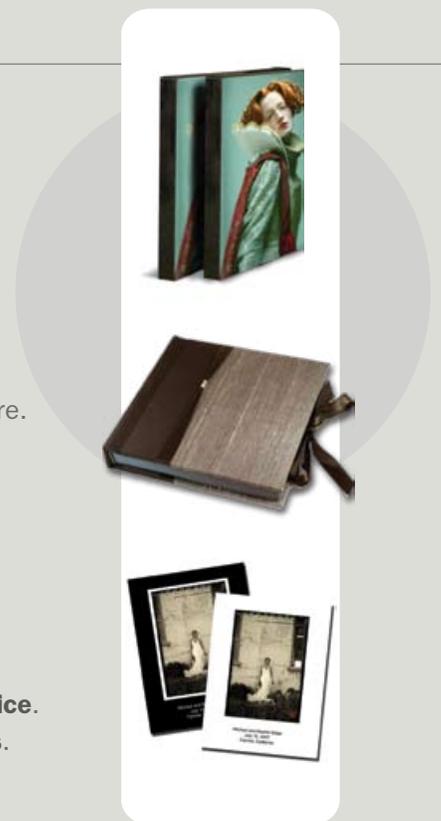
Prints are available in over 30 sizes, from wallet to 40x60 inches. In addition, you can choose from nine canvas-wrapped prints and proof books in two sizes or downloadable format. Whatever you need is right there.

Beyond Prints: Gifts, Wedding and Sports Items

Offer a greater selection to your clients with products such as mugs, keychains, and calendars on which they can print their photo. Specific sports and wedding products are available if you shoot one of those niche markets.

See what products are available:

- Keychains, luggage tags, magnets, and mugs for around the **home or office**.
- Trading cards, sports magazine covers, and calendars for **athletic teams**.
- **Wedding** albums, cards, and proof books.
- Over 30 items from which to choose.



100% SATISFACTION GUARANTEE

Every item sold by Printroom comes with a 100% satisfaction guarantee. If, within the first 30 days, you are unsatisfied with your purchase, you can return it to us for a full refund of the price of the item.



Memberships

We have three types of memberships, with a range of features and benefits to fit your business as it grows.

Features	Classic Account	Pro Account	Premium Account
• Image hosting without time limits	300 MB*	1 GB*	Unlimited
• Custom online storefronts (HTML)	•	•	•
• Set your prices for prints and products	•	•	•
• Extensive prints and photo gift product offering	•	•	•
• Lab services	•	•	•
• Printroom Direct software	•	•	•
• Pro Studio Manager software	•	•	•
• Professional quality with a 100% satisfaction guarantee	•	•	•
• Sales and marketing tools	•	•	•
• ICC color profiles	•	•	•
• Live Web-based training	•	•	•
• Dynamic custom Flash website with integrated storefronts and unique event pages		•	•
• Personal account manager		•	•
• Telephone support		•	•
• Searchable photos from Printroom Find Photos		•	•
• Support hotline			•
• Website statistics			•
• 100% custom landing page			•
• Custom photo and gift product templates			•
• E-commerce plug-in			•
Price	Free	\$9.99/mo or \$99/year	\$19.99/mo or \$199/year

*With uploads using Pro Studio Manager software, a Classic account with 300 MB of storage space will hold approximately 6,000 images, and the Pro account with 1 GB will store approximately 20,000 images.

To sign up for an account and start selling your photos on the Web today, visit us online at www.printroom.com or call us at **888.868.4157** to speak directly with an account representative.



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