

Innovative Business Models

Online and Event Sale of Value Added Photo Products



Example: An Independent Photographer

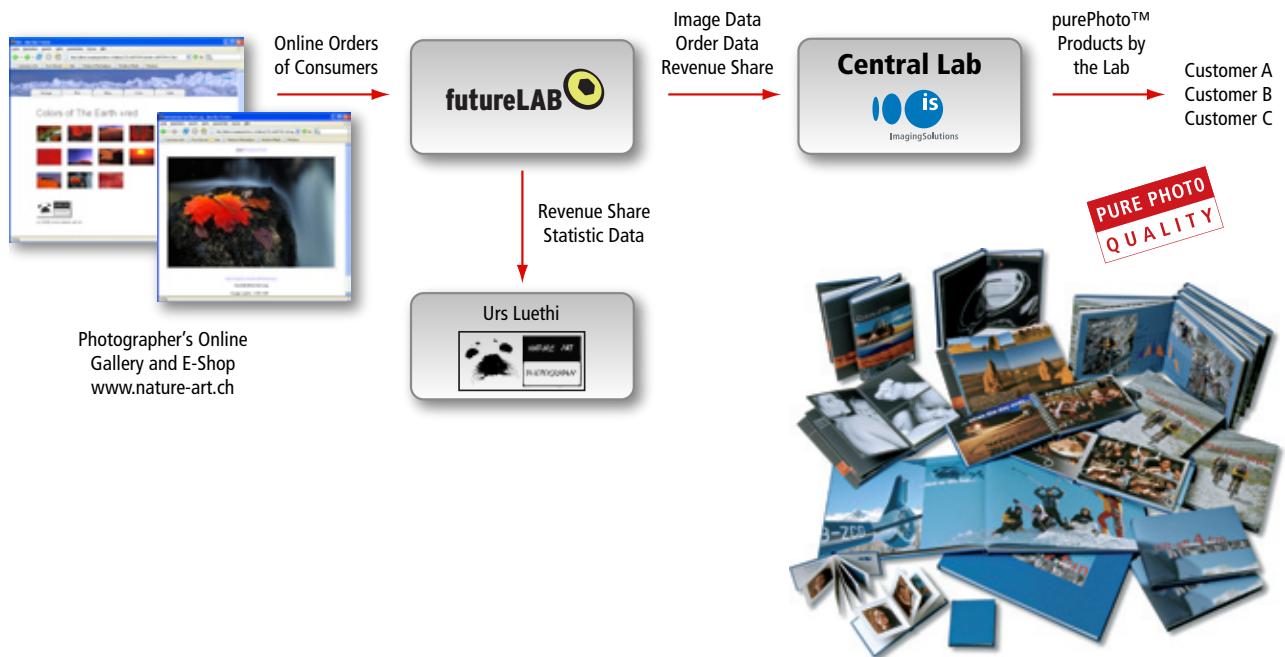
Urs Luethi is a professional wildlife and nature photographer who won several prizes including the prestigious BBC Wildlife Award. More than 40'000 spectators have seen his last multimedia shows. Most of them buy photo cards and photo books depicting the best of his nature art pictures.

Up to now, Urs Luethi has had to order thousands of cards, limited to only a small set of photos. But with the new fotoZEN Imaging Platform from futureLAB, professional photographers can now manage and offer a much greater variety of products online and offline, while eliminating much of the bother of logistics and billing.

The key benefits are:

- Fully hosted web gallery with online shop tailored to the photographer's look and feel
- New business with high quality photo products like photo cards, photo greeting cards, photo books and photo calendars
- Many customers can be approached efficiently
- Highly automated processes using an online shop with billing- and lab- interface
- Low inventory costs, small orders, no business risks
- Just in time production and delivery
- No logistics required (is provided by photofinishing lab)
- Attractive margins

Go digital. Go swiss.



How does it work?

Urs Luethi offers value added photo products such as photo post cards, photo greeting cards, photo books, photo calendars based on his photo collection on his own web-site.

Using the fotoZEN Online Photo Manager the photographer selects his favorite pictures and photo products to publish on the Web. In addition, he can create one or more Web Albums with his own logos and look and feel. Even specific albums for customers or events such as weddings are possible. Furthermore the photographer defines a price per product which can be different from event to event. After that the rest will be done by the fotoZEN Imaging Platform and the photofinisher.

Customers can then view and shop the Web Album and order photo products directly. If desired, the customer may add individualized texts. Products are automatically billed and the photofinisher will produce purePhoto™ quality products and send them directly to the customers. This saves a lot of time for the photographer while increasing turnover for him and the lab.

In addition, Urs Luethi directly sells his photo products at events. Now he is very flexible both in the types and styles of photo products offered and the images chosen. He can place orders for only the quantities needed for the respective events with the photofinisher.

The solution

The fotoZEN Imaging Platform for photofinishers is available as a managed service or as software running on the lab-owned server. In both cases the look and feel will be adapted to the lab's corporate design. Photofinishers then offer the service to the photographer.

The key functions are:

- Online shop for pictures, prints and purePhoto™ products
- Web galleries and albums for events
- White labeled with photographer's logo
- Easy to manage service
- Fully hosted web gallery
- Automated billing
- Automated logistics
- Attractive margins



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