



news release

For immediate release

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Graphx Announces “Dare To Compare” Campaign to Bring New Consumer Focus to Digital Print Quality

Graphx display at PMA directly compares the same photo print order placed online at Kodak EasyShare Gallery, Shutterfly, RitzPIX, Walmart, and Photogize retailers.

Photogize retailers, using Photogize WorkForce software to automatically reduce red eye and enhance photo print quality in a print lab volume environment, produce noticeably better prints.

Photogize retailers generate prints with red eye automatically removed, and enhanced print color, shadow details and highlights.

The Proof is in the Print Quality.

Graphx introduces the Photogize WorkForce DigitalFinish™ logo, as a new brand for high quality digital printing, that WorkForce retailers promote to consumers

Orlando, Florida – February 25, 2006 – Graphx, Inc., the market leading developer of Photogize, the private-label digital photo fulfillment service that delivers photo labs and retailers a single vendor solution for online, kiosk, and over the counter photo print ordering, will be displaying the results of blind consumer tests, directly comparing the print quality of major national online vendors with local photo retailers offering Photogize. The print quality comparison will be displayed in the Graphx exhibit, booth 1915. The two Photogize retailers included in the testing were selected because they use the Photogize WorkForce automated photo print enhancement software, in their daily online and kiosk photo print production workflow, to automatically reduce red eye and enhance print quality. No additional pre-judging or

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custom color correction work was done on the Photogize WorkForce print orders. “The online photo print market has become quite competitive, with much of the competition focused on price”, said Joe Kowalik, President and CEO of Graphx. “And while this price competition has clearly raised awareness that online ordering is a convenient new option for digital photo print consumers, pricing is not necessarily the only basis for competition among retailers. We think its time in the market for some retailers to communicate a new message; namely that not all digital print quality is the same, that different levels of print quality do exist. Based on our testing we’re confident that Photogize retailers will effectively demonstrate differences in digital photo print quality by printing and displaying side-by-side comparisons of digital photo files. Consumers will see and understand the differences. That’s the approach we’ve taken in the blind testing we have done to date, and the results are remarkable. While consumers don’t necessarily use the correct terms to describe why one print looks better than another print of the same digital file, they can pick the photos with higher printer quality, with confidence, every time. We will be encouraging our Photogize retailers to begin marketing this important new message”

Two different Photogize retailers were used in the test. One retailer printed on Kodak paper with a Noritsu QSS minilab, the other retailer printed on Agfa paper with an Agfa dLab minilab.

Photogize WorkForce is the New WorkForce in a Photo Lab

WorkForce is an optional software plug-in module for Photogize Lab. It automatically color corrects and removes red eye, as print orders are sent to the retailer’s Photogize Lab software from their online order services, kiosks, and over the counter orders. WorkForce is configurable by the retailer to be applied automatically to all orders as they are input to Photogize Lab, to selected orders only, or to individual photos. In typical use a retailer will use WorkForce on all orders submitted by consumers. While other color enhancement products are on the market, WorkForce is unique in two ways: (1) It is an automated tool designed to operate all day, every day, in the regular workflow of the lab, on a high volume of photo image files. (2) The processing is completed before the photos are input to Photogize Lab, so the results of the processing can be proofed, in a true WYSIWYG mode, before printing.

Leading photo specialty retailers across the U.S. use WorkForce in their daily digital photo print workflow today. Brian Noble, at Nobles Camera, Hingham, Massachusetts has determined “it’s a must have for every photo specialty retailer.”

Pat Nagel, at Idaho Camera in Boise, Idaho added, “WorkForce has been wonderful. It’s really made a big difference here (at Idaho Camera).”

WorkForce is sold on a per seat license basis. It is available in two versions, with pricing based on the volume of images processed per month. List prices are \$795 and \$1295

To directly evaluate the PhotoCentral consumer experience visit: www.photocentral.net

About Graphx Inc:

Graphx®, a privately held 21-year-old software company, is the award winning developer of digital photo fulfillment and print management software. The Graphx RasterPlus® product line supports over 125 high-end color output devices, including digital minilabs, ink jet printers, thermal printers and color film recorders. RasterPlus products are resold by leading hardware manufacturers as Fuji®, Kodak®, and Noritsu®. More than 15,000 commercial photo and graphics customers, located in 45 countries, have purchased RasterPlus. In 2002 Graphx introduced Photogize®, a digital photo fulfillment software and WebServices solution, enabling same day fulfillment at local photo retail locations. Over 200 retail companies in the US and Canada use Photogize online services and kiosks to grow their digital fulfillment business. Graphx products have won multiple industry awards, including four DIMA Printer Shoot-Out Awards and *PTN Magazine’s* Overall Top Imaging Product of the Year in 2004, Overall Top Technology of the Year in 2004, and Overall Top Technology of Year in 2003.

To directly evaluate the PhotoCentral consumer experience visit: www.photocentral.net

Evaluation copies of Photogize are available. Visit <http://www.photogize.com/eval.htm>

Graphx is located at 400 West Cummings Park, Woburn, Mass. 01801. For more information call 781-932-0430 x567 or visit <http://www.photogize.com>

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