

***For immediate release***

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**New PhotogizeMP™  
Dramatically Expands The Reach  
of Photo Retailers to New Digital Photo Customers**

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***Introducing Innovative Photogize MultiPOINT™ architecture***

*Photo retailers can now create and manage **multiple** digital print order websites and **multiple** kiosk-to-digital minilab print order pipelines in a **single** Photogize system*

*PhotogizeMP is the world's **first and only** online imaging software with direct device driver support for **all** major manufacturers' digital minilabs.*

*Suggested List Price starts at under \$5,000 USD  
December 1, 2002 Availability*

Woburn, Ma – October 31, 2002 – Graphx, Inc., the 17 year-old market leader in high performance print production software, follows the successful April 2002 release of its Photogize version 1.0 software to announce a new, significantly enhanced version of the product.

New features in the product include support for entirely new digital photo print services- as multiple print order websites and kiosks, compatibility with more digital minilabs, and improved performance and reliability.

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“We’ve been very pleased with the response of independent photo retailers, who became our first Photogize customers, back in the spring of 2002” said Joe Kowalik, Graphx President and CEO. “Our leading customers have been able to recoup their Photogize investment in only 3 to 4 months, by consistently growing their same-day/next-day digital photo print order business, week after week. They motivated us to improve Photogize and give them even more ways to grow their business”

“Photo retailers are good business people. They are an excellent resource for defining new product features that will grow their digital photo business,” said Pete Traversy, Graphx Founder and CTO. “With Photogize 1.0 the retailers proved they could generate profits from same day/next day digital photo prints. Recently they’ve been saying, “Give us more!” With our new PhotogizeMP that’s exactly what we do.”

### ***Add and Integrate New Digital Photo Print Services***

PhotogizeMP is based on the concept of Multiple Photo Orders Interfaces or MultiPOINT. Now, for the first time, photo retailers can target customers in multiple market segments, offering only the products and services appropriate to each customer segment. Meanwhile, at the retail lab, all products and services, spanning all market segments, are managed within a single digital print order workflow.

For example, with PhotogizeMP, a photo retailer can create, manage and update these multiple Photo Orders Interfaces (POINTS) in real-time:

1. A print order website targeted to digital photo consumers. The consumers place orders from their PCs at home or office. The fully functional same day/next day print fulfillment website includes the photo retailer’s branding and logo, and displays photo products, pricing, payment methods, shipping methods, shipping costs and pick-up locations, as defined by the photo retailer.
2. A separate (and different) print order website for commercial photo customers. The retailer offers only the products, prices, shipping methods, shipping costs and pick-up locations appropriate for his commercial customers.

3. A separate and distinct print order website(s) for professional photographers, again offering only the specific products and prices appropriate for the professional photographers.
4. In-store and remote photo kiosks, attended or unattended, that prints same day/next day directly to a digital minilab. Photogize XConnect™, the new kiosk interface, is based on an industry standard XML protocol to simplify adoption by kiosk manufacturers in the photo retail market. Graphx will provide a Photogize XConnect™ technical specification, including an XML Document Type Definition (XML DTD) to kiosk manufacturers.
5. Behind-the-counter Windows and Macintosh photo edit workstations, used by the lab for custom photo retouching and special orders.

### ***Support For More Digital Minilabs***

PhotogizeMP PrintServer software, based on RasterPlus v5, introduces direct device drivers for a number of leading digital minilabs, including the Agfa d-lab models, Fuji Frontier models and the Konica QD-21. The updated PrintServer also includes improved device drivers for Noritsu QSS digital minilabs and the Gretag Netprinter. Direct drivers are also available for all Kodak DLS systems, including Noritsu and Gretag supported DLS models, Kodak System 88 and 89, and Phogenix DFX. A Gretag Mileca driver and generic digital minilab driver are also available. PhotogizeMP is the world's first and only online imaging software containing direct driver support for all these major manufacturers' digital minilabs. Device drivers supporting Fuji, Kodak, and Sony digital color printers are also available.

## **About Graphx Inc:**

Graphx<sup>®</sup>, a privately held 17-year-old software company, is the award winning developer of high performance color printer software. The Graphx RasterPlus<sup>®</sup> product line supports more than 90 high-end color output devices, including digital minilabs, ink jet printers, thermal printers and color film recorders. RasterPlus products are sold by leading hardware manufacturers as Fuji, Gretag, Kodak, Noritsu, Polaroid and Epson. More than 15,000 commercial photo and graphics customers, located in 45 countries, have purchased RasterPlus. Graphx products have won multiple industry awards, including three consecutive DIMA Printer Shoot-Out Awards. In 2002 Graphx introduced Photogize<sup>™</sup>, an online photo fulfillment system, enabling widely distributed print order fulfillment at local photo retail locations. Leading US photo dealer associations, as PRO, IPI, and Town & Country have endorsed Photogize for their members' use.

Evaluation copies of PhotogizeMP are available. Contact: [info@graphx.com](mailto:info@graphx.com)

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

We Make Digital **Print**<sup>™</sup>