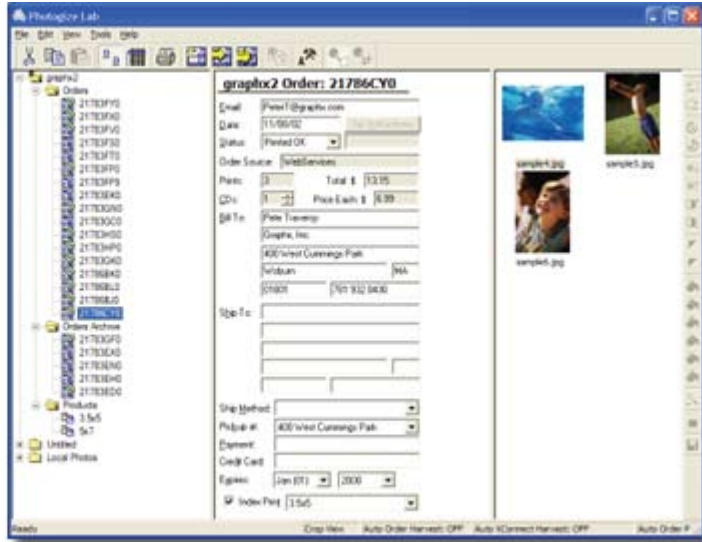




Photogize Lab manages your online, kiosk, and lab print orders



**Overview**

Photogize@Lab is the cornerstone of the Photogize system. Lab lets you define and publish your print products and services, create a branded web presence, and harvest and print submitted print orders.

**Unify Your Print Order Points**

Information published by Lab is used by WebServices to construct a custom photo print order web store. XConnect-compatible devices, like Lucidiom® kiosks, also use this information to present their print order pages. When you change your products, prices or rules, the changes are immediately reflected on your web site and all XConnect devices.

**Set Email Notifications**

You can setup a number of SMTP or MAPI email triggers that will get fired on any number of Lab events (order harvested successfully, order printed successfully, etc.). These emails can be sent to the customer, the lab manager, or any valid email address).

**Archive orders to CD**

You can archive aged orders to CD along with all attached photos. These archives can be imported into Lab at a later date.

**Print Photos and Index Prints**

Just click a button to print all harvested orders along with an optional index print. You can also set Lab to automatically print harvested orders.

**Export Order Data to Excel Files**

You can export the order data in Lab to an Excel spreadsheet file or CSV file for analysis and tracking.

**Color Accurate Prejudge**

You can manipulate photos in Photogize Lab in a number of ways. You can zoom, crop, lighten, darken, and adjust colors. You can even remove red-eye and edit the photo in Adobe® Photoshop® with a single click.

And if you enable the Photogize Lab ICC CMM, you can do all this in a controlled, color accurate workflow.

**Offer Special Promotions**

Now you can design special promotions to be offered on your Channels. Promotion variables include: start and end date, percent or absolute value, and order or product oriented. You can even have Lab create a customized promotional print that gets inserted into each print order!

**Define and Publish Products, Business Rules and Branding**

Lab lets you define Products (e.g. 4x6 glossy print) and connect them to the appropriate device/media combination in RasterPlus (e.g. Fuji Frontier/4x6). You also set single unit and/or quantity pricing for each product.

**Support for Online Credit Card Processing**

Lab and select Photogize Channels support real-time online credit card processing using an AUTHORIZE.NET gateway.



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You can define accepted credit card types, shipping methods and costs, pickup locations, and other business rules in Lab.

There are several predefined areas in your customized web store that display the branding images that you specify in Lab. You can also assign a link to the image so that when a customer clicks on the image, they are sent to the link you specify.

### **Burn CDs with Variable Data**

Lab lets you offer CDs on your web site and XConnect devices at the price you specify. Lab can burn these CDs using virtually any CDRW drive. You can automatically burn the original photos, sub-sampled photos, and any other data (applications, web pages, etc.) to the CD.

### **Connect Photogize Kiosk and Other 3rd party Systems Using XConnect**

Graphx has defined a simple, XML-based API called XConnect that lets third-party vendors send print orders to Lab. XConnect is a two-way API, so connected devices can not only submit orders, but can read and use Lab-published products, pricing, business rules and branding.

### **Preview and Print invoices**

Lab lets you print a branded invoice that you can give to the customer and/or keep for internal tracking. You can even set Lab to automatically print the invoice on order harvest. If you have enabled Automatic Order Harvesting, all you need to look for is the stack of printed Invoices.

### **Manage Multiple Channels**

Lab can support an unlimited number of Channels. Each Channel has a unique set of products, pricing, business rules, and user interface. And you can easily copy the properties from one Channel to another.

### **Order Routing**

You can install multiple copies of Photogize Lab at different locations and then define Harvest Rules which will route orders to one location or the other based on the customer-selected pickup location or shipping method. You can even define a rule for splitting orders to print some products at one location and some at another.

### **Easy Operator Mode**

Photogize Lab features an optional UI called Easy Operator Mode (EOM). EOM has a simplified, touch-screen-friendly user interface that hides all program and administration settings. You can control access in and out of EOM with an administrator-defined password. EOM lets operators harvest orders, create new orders, print orders, and pre-judge photos. The harvesting and printing in EOM can be automatic or manual. All Channels and XConnect clients feed a single list of Orders in EOM, thereby simplifying order workflow management.

### **Robust Tax Rules**

You can define multiple tax rules in Lab. These rules let you set different tax rules for different pickup or ship locations. Ship rules can be based on region, state, province, or zip code matching.

### **Auto Order Archiving**

You can set Lab to automatically archive Orders to disk when they have aged beyond a user-configured time.

### **Live Order Status Management**

Photogize Lab automatically updates the status of a web-submitted order on WebServices whenever the status changes in Lab. Consumers can track the status of their order with a simple online link and retailers can track the status of any Order from any location using the Photogize SureTrack application.



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