

For immediate release

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Graphx Announces Photogize™ Version 2.1

The New Digital Workflow **Tools That Accelerate Photo Retailer** **Digital Print Profits**

Market-leader in Online Digital Photo Fulfillment discloses an average online print order size of \$17.30, across 125 Photogize retail locations, in second half 2002.

New features designed to (1) further increase digital revenues with new services and (2) lower print production costs with enhanced lab tools

Kiosk Print Order Pricing and Order Processing, and Express Checkout and Express Re-Ordering for Online Orders now available

Robust Print Order Prejudge Tools and ICC Color Calibrated print production workflow designed to improve output quality and increase digital order throughput.

New Photogize PrintServer (RasterPlus v5.1.1) provides photo retailers with improved backprinting capabilities for online print orders

Suggested List Price starts at under \$5,000 USD
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Woburn, Ma – March 1, 2003 – Graphx, Inc., the 18 year-old market leader in high performance print production software, is continuing the successful October 2002 release of its Photogize MP, version 2.0 software with new features to accelerate retailer revenues and profits.

“We’re very pleased with the sustained surge in print orders and revenue generated by our Photogize photo retailers during the second half of 2002,” said Joe Kowalik, Graphx President and CEO. “In a six month period from July through December 2002, these leading retailers received online print orders with an average order revenue of \$17.30, or more that twice the average order revenue of a standard 35mm film develop and print order. This actual online retail data strongly indicates that photo retailers need to quickly challenge the assumption that a digital print business can’t replace a profitable but shrinking 35mm film processing business. This data generated by retailers located in more that 20 states nationwide, clearly indicates the opposite---that on a per order basis, digital print orders fulfilled by a local retailer offer significantly higher average revenues and margins. Most important, is our emerging view-- based on actual retail data-- that a retailer’s best path to increased profits in 2003 is an aggressive push to capture more digital customers and their highly profitable online orders with a turnkey retailer solution as Photogize.”

“We’ve been watching the business results of our Photogize customers very closely,” said Pete Traversy, Graphx Founder and CTO. “And we're very excited by the order trends. But we also recognized that once retailers recognized this pattern, we would see new demands on Photogize, to deliver even more avenues for digital revenue and provide new tools to manage and control the increased digital order traffic. That’s been our focus for our version 2.1 release.”

New Features for New Revenues

Kiosk Integration with Photogize

Kiosk pricing and order processing can now be managed by Photogize, giving the retailer a single control point in the photo lab to manage the processing and printing of online and kiosk orders. The kiosk integration is accomplished by Photogize XConnect™ interface, 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, to interested manufacturers. The first manufacturer to implement the XConnect interface is Lucidiom, Vienna, Va. and the first

retailer to implement the combined capability is Dan's Camera City of Allentown, Pa. "Photogize and RasterPlus are the premium products in the marketplace today for online ordering and digital minilab printing," stated Steven Giordano Jr, Lucidiom CEO, "as a premium provider of kiosks, we welcomed the opportunity to work with Graphx. Our collaboration is good for the retailer, Graphx and Lucidiom."

Express Checkout and Express Reordering

Now digital consumer ordering and re-ordering is even simpler. With the new *Express Checkout* feature customers will be able to complete an online print order and receive a confirmation number even before the photo files are completely uploaded. The *Express Checkout* approach includes a simplified order approach that encourages higher consumer to order more prints with each online order.

Express Re-order takes advantage of the new digital minilab backprinting capabilities found in Photogize and RasterPlus. A retailer can now automatically set backprinting to include the consumers' Print Order Confirmation number and email address--that's ALL a customer will need to place a re-order online.

Taking Control of the Increasing Order Volume and Workflow demands

Robust Print Order Prejudge tools

When the digital print order begin to increase from orders per week to orders per day, the lab tools to assure quality and efficient processing become important. Now red eye removal is included. A single key command shifts a prejudge photo image from preview to full page. And at PMA, Graphx will be showing a 20-key Photogize Prejudge Keypad, enabling rapid and reliable use of twenty edit functions in the Photogize Prejudge. These edits can be applied quickly to individual images or complete orders, to add value without bottlenecking a retailer's photo print production workflow.

ICC Color Calibrated Prejudge and Printing

For a photo retailer that demands the highest level of consistent and reliable color in the prejudged digital order printing, wishes compete on the basis on the basis of that quality, and attract and retain demanding digital consumers and professionals as customers, Graphx recommends the use of ICC color profiles generated for prejudge monitor and

digital minilab. In Photogize version 2.1 Graphx has implemented, from Monaco Color Systems, Andover, Ma, ICC Color Management tools to enable the generation of display monitor ICC color profiles. The ICC Color tools in Photogize will also read and use embedded ICC Color profiles found in photo files sent by demanding digital customers.

Leveraging Photogize and RasterPlus software to get more value from Digital Minilab hardware

Photogize remains as the world's first and only digital print fulfillment software that included direct driver support for all major manufacturers' digital minilabs including Agfa, Fuji, Kodak DLS, Konica and Noritsu. In Photogize 2.1 and RasterPlus v5.1.1 photo retailers are provided with improved backprinting capabilities for online print orders. The photo retailer selects the data fields they wish to backprint on customer orders, including Photogize order confirmation number, Photogize Prejudge edit list on the photo image, retailer name, and photo file name.

About Graphx Inc:

Graphx[®], a privately held 18-year-old software company, is the award winning developer of high performance color printer software. The Graphx RasterPlus[®] product line supports more than 100 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, Kodak, Noritsu, and Polaroid. More than 15,000 commercial photo and graphics customers, located in 45 countries, have purchased a RasterPlus product. Graphx products have won multiple industry awards, including three consecutive DIMA Printer Shoot-Out Awards. In 2002 Graphx introduced Photogize[™], a digital 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 Photogize are available. Contact: 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**[™]