



news release

For immediate release

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Graphx Introduces New Enhancements for the PhotoCentral™ Online Photo Service

Consumers can now connect with PhotoCentral online albums from leading photo software as Google Picasa and Apple Macintosh iPhoto.

New consumer features are designed to make photo sharing with family and friends simpler and more enjoyable.

Now family and friends can use the Internet to share photo albums and talk, with Skype VOIP integration

New retailer features are designed to give retailers more capability to target, track and promote to customers

Orlando, Florida – February 25, 2006 – Graphx, Inc., the market leading developer of Photogize, the private-label digital photo fulfillment service that gives retailers a single vendor solution for online, kiosk and over the counter photo print ordering, will be demonstrating a newly enhanced PhotoCentral online service, at PMA 2006 in Orlando, February 26 to March 1, 2006. PhotoCentral is a significant expansion and replacement of the web-based online order system first introduced in 2002.

“We’re excited for both retailers and consumers as we introduce these new enhancements to PhotoCentral”, said Joe Kowalik, President and CEO of Graphx. “With the significant growth of new digital camera owners in 2005 we’ve seeing more and more consumers realize that digital photography really can increase the satisfaction and enjoyment of picture taking, viewing, sharing and printing. Their appetites have been whetted. Now they are looking for more: more options, more features, and more functions.

Meanwhile they expect more simplicity and more reliability. On a daily basis

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more and more consumers are realizing that local retailers have the knowledge and expertise to provide answers to their questions and simple solutions their potential problems.”

A major emphasis of the new PhotoCentral enhancements is to improve the consumer experience of online sharing. “With our first release of PhotoCentral in 2005 we wanted to make sure we delivered solidly on the compulsory VESPA functions found in an online photo service...namely Viewing, Editting, Sharing, Printing and Albuming,” said Pete Traversy, CTO and Founder of Graphx. “The feedback from retailers and consumers indicate that we’ve delivered a strong VESPA service for the retailers promote and support, and for consumers to enjoy. With our new enhanced version, we really wanted to demonstrate that the Internet is, without question, the technology platform to deliver photo sharing services broadly across the consumer market. Beyond that, we see the Internet as the technology that is most dramatically changing our definition of what comprises photo sharing and we want to be right in front, leading that change.”

Connecting Leading PC and Mac photo albuming applications to the Internet

In viewing the PC and Mac photo albuming application software marketplace, Graphx saw no need to reinvent the wheel and introduce one more photo album entry. Rather Graphx has aggressively sought to extend the functionality of the existing market leading PC and Mac photo album products, Google Picasa for Windows users, and Apple iPhoto for Mac users, by providing a simple, native interface from those products to a consumer’s PhotoCentral online photo album for sharing, and to a local photo retailer for fast, convenient and high quality photo printing. As implemented today, Google Picasa users simply click the “Order Prints” button in the Picasa application and they are linked to a page on the Google website which gives consumers a choice in retailer photo services, including a connection to PhotoCentral for online album viewing sharing and enrollment with a local retailer for printing. A similar approach exists for iPhoto. Now Mac users can download a free Mac-friendly iPhoto export tool, distributed by Graphx and Photogize retailers, that connects the consumer to their PhotoCentral online albums and to a local retailer for printing.

Redefining Online Photo Sharing

Today’s technologies are enabling photo sharing experiences that are much more satisfying to create, view, and share than the simple “up and down” scrolling of a

webpage filled with photo thumbnails. Photogize has introduced multiple ways to view and share photos that take advantage of these new technologies. For example, PhotoCentral employs Macromedia Flash™ technology to provide pleasing, fluid displays of photos in an album as they move in a PhotoCentral ViewStrip™ across the screen, or from a smaller background photo to a larger foreground photo for enhanced viewing or editing. A second major benefit of building the PhotoCentral Viewing UI in Flash is that Graphx uniquely delivers the same user experience and functionality to both Windows and Mac customers.

A second approach to consumer album viewing in PhotoCentral is the photo slide show mode. This viewing mode has been dramatically enhanced by the addition of a PhotoCentral music library, containing 35 highly varied music themes. The music themes have been selected to represent a wide range of moods, from Ambient Trance to West Side Swing and from Techno Pop to Canon in D Solo Piano. Any one of these musical themes can be added to a photo slide show with a single click of a mouse.

PhotoCentral continues to redefine online sharing by a strategy of assimilating multiple “best in class” technologies from varied disciplines, then integrate those technologies within a user interface designed for simple operation by a broad consumer market. Within PhotoCentral, photo blogging has been integrated under the name Photo Yak!, where consumers can view a shared album and send text messages in a near-synchronous mode. The newly enhanced PhotoCentral has integrated the widely popular Skype VOIP, with over 260 million downloads, to create a new PhotoCentral sharing experience that includes synchronous voice with photo album viewing. Graphx will continue to integrate multiple media types to define new consumer photo sharing experiences.

Welcome to PhotoCentral WelcomeMat... because just building a better mousetrap is not enough.

The latest upgrades to PhotoCentral don't focus only on the customer. Some features are for the retailer's benefit....to better focus on the customer. WelcomeMat tracking is a new capability within PhotoCentral that enables the tagging of every consumer enrollment in a retailer PhotoCentral account. Without WelcomeMat a retailer may have intuitions about where new customers are coming from. With WelcomeMat so the retailer knows where his new customers are coming from. For example Main Street Photo Retailer notes that this week five new customers have created albums in Main Street's PhotoCentral

account. But where did these customers come from? Is she a long time film customer that just went digital? Is she a new resident in town? Or is she a Mac consumer from across the state? With WelcomeMat, a retailer can review new customer's address info, but also review the enrollment code, to determine where the customer came. For example, all enrollments from Google Picasa and the Apple iPhoto are uniquely WelcomeMat encoded. The Graphx portal page, www.photocentral.net, where consumers are invited to sign-up for PhotoCentral and enroll with a retailer for printing, is uniquely WelcomeMat encoded. The retailer is able define additional codes to track that retailer's marketing efforts, such as one code for email campaigns, and another for local print advertising. PhotoCentral retailers have a companion back-office webservice to manage their PhotoCentral activity, named RetailerCentral. An important new enhancement in RetailerCentral is a simplified method for retailers to create and email photo print coupons to customers and prospects. WelcomeMat tracking can be used to encode the print coupon campaigns.

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.

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

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