



news release

For immediate release

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Photo Industry's First Tablet Kiosk Introduced by Graphx

Novel Tablet PC form-factor creates a new photo kiosk category.

***Photogize Tablet Kiosk, Model TKO-1, features full color 12.1”
Touchscreen LCD and weighs only 3.1 lbs***

***Integrated WiFi wireless capability simplifies traditional media card
loading to further simplify and improve customer ordering experience***

***TKO-1 enables a new level of customer comfort and convenience for
in-store kiosk print ordering.***

***New applications for Tablet kiosk are also targeted, including on-sight
photo event ordering at weddings, in-stadium sports event, and new
photo venues as hotels, restaurants and heath clubs.***

Suggested List Price is only \$2,995.

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 demonstrating the photo industry's first Tablet Kiosk dedicated to photo print ordering at the PMA Trade Show Graphx Booth 1915. The first model introduced, the TKO-1, at 3.1 lbs, is light and small enough for an average-sized adult female to carry in one hand, and easily place a print order while she is sitting in a comfortable chair with the TKO on her lap. The integrated wireless capability will also enable kiosk ordering while sitting in café style retail

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spaces. The TKO is intended to accelerate the view the retailers can and will offer the most convenient and preferred venues for consumer print ordering.

“We’re very excited to be introducing the TKO”, said Joe Kowalik, President and CEO of Graphx. “We’re opening up a whole new chapter on providing customer convenience in a retail environment. With the TKO a retailer is able to let the customer decide the most convenient way to place print order in their store. One customer can place print orders sitting in a comfortable chair, the next customer could choose to sit at a café-style table, enjoying a cup of coffee while placing a print order, and the third customer could place an order at a retail counter. With a 3.1 lb Touchscreen Tablet Kiosk we’re able to bring the kiosk to the customer, rather than making the customer come to a fixed kiosk.”

WiFi Wireless and Photogize Software Simplify the Retail Experience

“We confident the TKO-1 will create a new standard for providing convenience for the photo print ordering consumer”, said Pete Traversy, CTO and Founder of Graphx. “With the integrated wireless capability we eliminate customer hassles with inserting digital media into a kiosk by enabling the retailer to do it for them. We shorten the time to completed prints by wirelessly moving an order to the store’s retail photo printer the moment the consumer finishes the order on the TKO. And with our fully integrated Photogize service, a TKO kiosk consumer can upload the photos from a digital media card to an album in their PhotoCentral Photo Gallery. With the TKO we give the retailer a whole new set of options for providing convenience and differentiated service to their customers.”

New Form-Factor Creates New Markets and Opportunities

The fully mobile, battery powered TKO enables on-site print ordering, so retailers, photo studios and event photographers can offer a full-featured photo kiosk ordering experience whenever and wherever they shoot. At a wedding a photographer can load photos into the TKO, put the Photogize kiosk software into our new Event Mode, and only those photos can be viewed in the kiosk for ordering. Event photographers shooting at sport and social events will be able to use the TKO to give consumers the ability to view and order prints minutes after taking the picture.

A Full Solution for the Retailer

The TKO Tablet kiosk incorporates an Intel Celeron processor, running Microsoft Windows XP. It has a 256 MB Ram, a 40 GB hard drive OS, a Compact Flash drive and two USB adapters. In addition to the TKO Tablet Kiosk unit, the TKO Kit includes an AC adapter, a Folding Stand to conveniently display the TKO on a shelf or counter, and a Ballistic Nylon travel case. Accessories include a TKO rubber bumper, available in six colors, for surer handling and protection, and a fully padded travel and display case.

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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