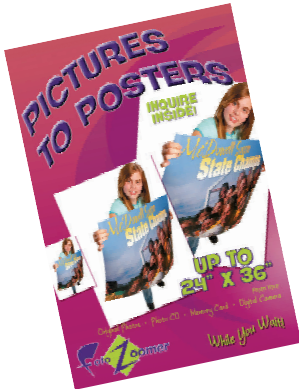


FOTOZOOMER LT FOR SCHOOLS

Your In-House Solution for Fund Raising and more!



*Enable Teachers / Students / Parents
to Create
Custom Calendars – Posters – Awards – Banners
On a Wide Variety of Media*





What is FotoZoomer?

FotoZoomer is a highly configurable, walk-up, self-service, standard picture to poster and banner-size, full-color printing system.

Your teacher or student can walk-up to the system and load their digital pictures from DVDs, CD-ROMs, digital camera memory cards, and USB flash drives.

FotoZoomer can also optionally scan photographic prints or other materials.

FotoZoomer's user friendly touch screen interface guides your customer through special editing features.

Your teacher or student can place their pictures into a range of themed ready-to-customize border, signage and calendar templates.

Based upon the printers you select, your customer can print 4x6, 5x7, 8x10, 11x14, 16x20, 18x 24, 20x30, and 24x36 in preset sizes. You can go larger by choosing the 44" printer option and even print large banners.





What is FotoZoomer?

You can select from a wide range of applications:

- ✓ **Photo Packs:** Use your digital picture to create several print sizes with one selection; printed onto 8"x10" media.



- ✓ **Large Format Printing:** Use your digital picture, add text and pre-stored templates, to create enlargements up to *Poster and*



What is FotoZoomer?



- ✓ **Instant Signs:** FotoZoomer has a super instant sign application that enables you to promote sports, theatre arts and upcoming meetings.

- ✓ **Customer T-Shirts:** Load your digital picture, add text, then print a T-Shirt transfer. Iron the transfer onto a T-Shirt and you just created a great birthday, anniversary, retirement, or team novelty gift!



- ✓ **Photo Re-Prints:** Print 4x6, 5x7, 8x10, and 8x12 photos.

FotoZoomer LI

What can it do for my school?

Athletic Calendars

THE PAST

High Schools used calendar companies that took the school's list of sponsors and created a sports calendar with sponsorship positions on the bottom. The High School would receive 10% of the advertising. Typically the sponsoring company was charged \$500 per ad with 10 ads available per calendar. This would net the High School 10% of the \$5,000 sponsor fee or \$500.

TODAY

High Schools sell their own ads for \$300 each. They now have a total of 10 sponsors on their calendar or \$3,000 in revenue per season. The calendars are printed in the Athletic Office on the FotoZoomer at a cost of approximately \$500.

Total net income per season is now \$2,500.

Team Photos

THE PAST

High Schools used to have a photo company come in and take pictures of its athletic teams. The photo company charged students \$13 per 8 x 10 sheet. The school received no money.

TODAY

High School has a staff photographer at the school and take pictures of its athletic teams. The school charges students \$10 per 8 x 10 sheet. The students save \$3 per sheet and the photographer spends more time with each student creating better photos.

Profit per sheet is \$7. A typical medium size high School has 500 athletes. If half buy one 8 x 10, the High School generates \$1,750 in net income, which allows the school to split it amount between the photographer and the sports team.

Banners

THE PAST

Banners for teams, tournaments and district events were purchased from local companies. The cost for a 2' x 6' banner is typically \$130.

TODAY

High Schools today produce a 2' x 6' banner for \$50 which saves the district \$80 per banner!

FotoZoomer LT

What can it do for my school?

Cheerleading

THE PAST

Cheerleading sells advertising on cheerleading boxes for \$300 per side. A total of 48 sides of boxes are sold. The advertising is printed on corrugated sign material that costs the cheer leaders \$30 a sign for a total of \$1,440.

TODAY

Signs will be created using a Peel-n-Stick material on the FotoZoomer. The cheerleading squad will be charged \$600 for all the signs - a savings of \$840 for the cheerleading squad which is added to their fundraising earnings. The high school produces the signs for \$150, earning an additional \$450.

OTHER APPLICATIONS FOR FOTOZOOMER IN YOUR SCHOOL:

Dance and Sporting Event Photography

Setting up the FotoZoomer at dances and using a photographer (student or professional) has been a big seller at schools. Students have pictures taken and then purchase prints. An 8"x10" would net the school \$8 while a popular 20" x 30" poster selling for \$30 would net the school over \$25. Photographers are also taking pictures at tournaments and games, making them available on the FotoZoomer.

Awards Banquet Promotion

Most schools have annual awards banquets for athletics. One school is planning to display 20" x 30" action photos of each athlete on the walls in the banquet room for decoration. At the end of the event parents are invited to take the posters home for a \$30 donation.

Each poster sold would net the program \$25!

Teaching Aids

The FotoZoomer has been very popular in schools as a teaching aid. Teachers print materials in poster format for display in classes. One school scanned the front of a scientific calculator, printing it as a large poster to help in teaching students its use. Typical things like world map posters can be enlarged on the FotoZoomer and used in classrooms.

The district and teachers are able to save by printing on the FotoZoomer rather than purchasing prints from normal channels. Typically a 20"x 30" poster that would normally sell for \$30 is sold to the district for \$10 which saves \$20 for the district and still allows the program to make \$5 after costs. The great thing is it is on demand and ready when you need it, no more waiting

FotoZoomer LT

Uniquely Configure the system to fit your school's fund raising needs.

Add capability over time as funding permits!

Step 1

Load FotoZoomer LT Elite, Advanced, or Basic Software
Onto a dedicated computer at your school.

Add one or more of the printers shown on this page or the next
and you are ready to go!

Add additional peripherals as your needs and funding allow.



Step 2

Decide which wide format printer width you will need: 24" or 44" wide.

Hint:

If you plan on making large banners choose the 44" wide printer.

On either printer, you can print onto photo paper, canvas, sign media,
vinyl banner material, peel 'n stick, and many other types of media.

None of the printers will print any image until a secret, pass code is entered by the managing authority.



FotoZoomer LT

Uniquely Configure the system to fit your school's fund raising needs.

Add capability over time as funding permits!

Step 3

Decide which small format printers you want to start with.

Hints:

If you plan on printing FotoZoomer Photo Packs – e.g. one sheet has a mix of 5 x 7 and wallets or some other mix of photos, then pick a Shinko S1245. Prints 8 x 10s and 8 x 12s at very high rates of speed!



If you want to get into custom T-shirt printing, then add an Epson 1400 Photo Printer!



If you plan on printing a lot of 4 x 6s or 5 x 7s, add the Shinko S2145.



You can mix multiple printers on one system and/or share the printers over your network!

Step 4

Add an Epson 4490 Photo Scanner if want to scan existing photos and artwork into the system.



And,

Finally, add an Epson Receipt Printer if you want to run the system in a “retail” like environment. Print the receipt, student pays, then print is made behind the media counter.



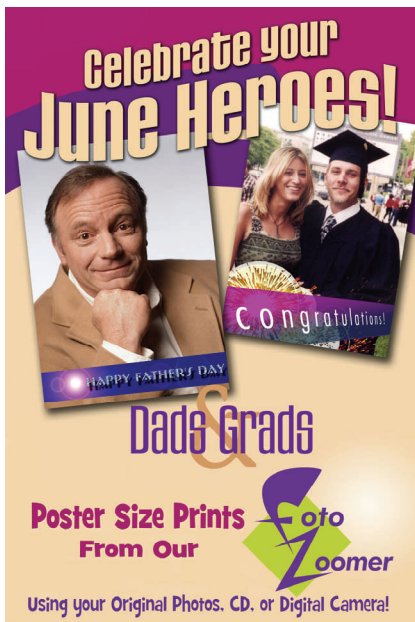
FotoZoomer LT

The Results!!!

Enjoy Your Newly Created, Professional Quality Photos, Posters and Custom-Size Prints that YOU Create!



The In-House Poster System



FotoZoomer LT Software Family

FotoZoomer LT Basic – is an easy-to-use software solution that will run on standard PCs that enables you to transform your digital photos into new custom-sized prints, up to poster-size. You can then output these prints on a wide range of media, such as photo stock, canvas and peel 'n stick. With *FotoZoomer LT Basic* you can:

- **Customized Text Tool** – insert up to 8 lines of text with complete font control.
- **Small Format Tool** – Select print size; select photo orientation; crop your photos; and choose quantity to print.
- **T-Shirt Tool** – Select a photo, enhance the image, add text and print onto a T-Shirt transfer to create beautiful, custom T-Shirts. Great for fund raisers, sports teams, drama events.
- **Drop Folder** – enables you to receive photos to print from your network
- **Printer Administration** – enables you to setup the software to drive a wide range of manufacturers' printers, as well as determine sizes and media types you wish to print on.
- **Print Password Control** – enables you to control who can output images on your printers.

FotoZoomer LT Advanced – includes all the features of *FotoZoomer LT Basic* with additional advanced functions such as:

- **Additional Image Edit Tools** – color correction; transform color photos into black & white or sepia tone; and red-eye removal.
- **Photo Pack Tool** – Select a photo, enhance the image, add text, and with one command create a photo pack with multiple photos are varied, pre-defined sizes printed onto an 8x10.
- **Instant Sign Tool** – create a wide range of signs for garage sales, school fund raising, and commercial point-of-sale applications.
- **Border Template Library** – over 200 templates available, insert your digital photos into our templates and instantly create prints for special occasions like Mother's Day, Father's Day and anniversaries, or create unique awards and poster-size calendars.

FotoZoomer LT Elite – includes all the features of *FotoZoomer LT Advanced* with additional administration and retail oriented capabilities, such as:

- **Administrative Control** – setup passwords and manage system resources with this tool.
- **Department Account Control** – a built-in accounting package that enables you to track print revenue and cost by department, employee or image provider.
- **Image Library** – enables you to load digital images into a protected section of the system. This tool can help you partner with local professional photographers and artists to offer their images on your system with complete accountability for images produced.
- **Attract Loop** – screen image that attracts attention to the system.
- **Receipt Printing** – enables receipt printing with image size, media type, and price for your customer before each print is made; helps maintain control and assure customer satisfaction.
- **Price Setup & Control** – with this tool you setup your unique price structure by media type and size for your local market.

FotoZoomer LT Family is compatible with Microsoft Windows XP & Vista Operating Systems.



Software System Requirements

1 GHz 32-bit (x86) or 64-bit (x64) processor

2 GB of System Memory

60 GB Hard Disk Drive

5 GB of available space for FotoZoomer Application

15 GB of available space for Microsoft Operating System

Support for DirectX 9 graphics with:

WDDM Driver

128 MB of Graphics Memory (minimum)

32 bits per pixel

DVD/CD ROM Drive

Audio Output

Internet Access Preferred

13-in-1 media reader

USB ports (6)

Photo Scanner I/F

Receipt Printer I.F

Wide Format Printer I/F

Narrow Format Printer I/F

Dongle to authorize Software

Input for Jump Drive



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