

FOTOZOOMER – An On-Demand Photo Kiosk

Posters and Portraits in Minutes

Joining AMPC in February of 2007 as an Approved Supplier, FotoZoomer, LLC was able to make its introduction to our association at our annual convention in Las Vegas, Nevada. At the convention FotoZoomer was displaying its retail photo kiosk designed to equip independent businesses with a product that allows them to capture existing business and go after business that was once thought unobtainable by some.

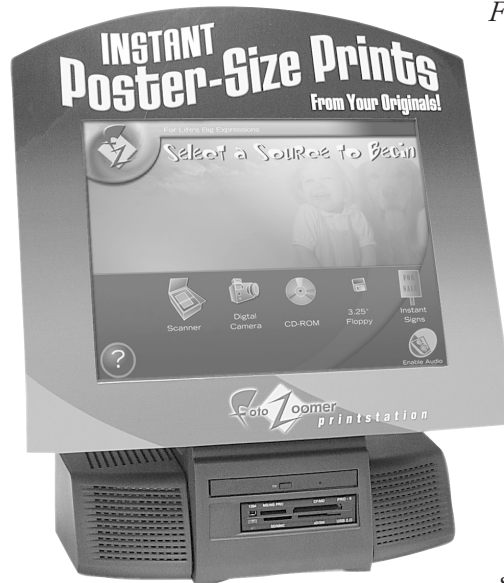
FotoZoomer, LLC, an AMPC Silver Sponsor, won this year's convention's "Best of Show for New Product/Service" Award. This is not FotoZoomer's first award for its products. In 2003 FotoZoomer was awarded the DIMA Award at the Photo Marketing Associations Convention for Innovative Products for its enclosed kiosk.

Eric Steadham, President of FotoZoomer, said, "We heard about AMPC from one of our customers that thought we could benefit from this organization given our focus to this market segment. We believed the AMPC members could benefit from what the FotoZoomer product has to offer their business model and bottom line. We were amazed at the reception we received given that this was the first introduction of this product to your members. Our Speed Rounds were over capacity each time. This gave the members close contact to the FotoZoomer and let them get more information during the trade show times. I overheard a member's comment that "if you haven't made it into the FotoZoomer booth it's because you can't fit in there because there are so many people amazed at what they are seeing." Troy Wright, Vice President of FotoZoomer, LLC, stated, "We thought having a double booth with two systems would be enough. We were wrong. Next year we'll go bigger. We sold both our show units and more."

One of the first members of AMPC to receive a FotoZoomer was Parcel Plus in Cypress, TX. Robert and Rose Shaw, owners of this location stated, "During our first three months of owning the FotoZoomer we saw an increase in our margins of over 45%, not including the new services we now offer because of the FotoZoomer, like foam board mounting and additional

shipping. We just placed it in the store and we were selling prints from day one with little to no effort."

Mary Seifert, one of the newest members of the FotoZoomer family in New York, states "Eric is on the money with FotoZoomer in this market!!! I am a pioneer in BIG print for pack and ship stores. I had people lined up for this machine before it arrived. The machine has been printing everyday since it got here. The excitement on people's faces is worth a thousand words when they print their own posters. We immediately had interest from the New York Art Council. Given what the FotoZoomer offers, the possibilities are endless. This machine allows your associates to increase your profit margins without you being there to hit the print button. Ya hoo!!!"



"These are only a couple of the comments we've heard that keeps us focused on this market," says Eric. In the placements over the past couple of years in this market segment we have found great success with

the stores that have invested in our system. The greatest benefits are the flexibility and profitability of our systems. The FotoZoomer allows these locations to offer services that are not available in most markets and have limited availability even on the Internet today. Given our marketing strategy and our placement security for protected coverage area, we allow the store owners to keep their margins high and the systems busy. The "new" design takes up less floor space therefore maximizing profits, because at these locations space is a premium. We are a true on-demand photo kiosk that offers poster and portrait prints in minutes with a high rate of return on the investment.

Jim, long standing FotoZoomer family member states, "The new terminals are small, compact, fast, and sleek. The software is still extremely user friendly. FotoZoomer's new design and set up stopped some of my diehard FotoZoomer customers in their tracks. With the many different types of media we can offer and the ability to print any size a customer may request, this system meets and exceeds our customer's expectations as well as ours."

For more information on FotoZoomer please visit our web page at www.myfotozoomer.com, call 864-286-6868 or email erics@myfotozoomer.com. ✉