



Retail Shipping Store Owner Frequently Asked Questions

What is a “FotoZoomer”?

FotoZoomer is a walk-up, self-service, standard picture to poster-size, full color printing system. The system has the ability to print digital pictures that are stored on DVDs, CDs and standard digital camera storage media. Using a simple to use interface the customer can walk-up to the system and load their images. Once loaded, the customer has a range of capabilities including:

- Enhancing the quality of the image to be printed—brightness, color clarity, etc.
- Eliminating red-eye
- Selecting the area of the image they wish to print
- Adding text with full control of font face, size and text location
- Integrating their image with a pre-stored border or calendar templates.
- Selecting the size they wish to print, from standard 4' x 6' prints to 24 x 36" posters and larger banners (depending on the printers you select with your system)
- And, selecting the media they wish to print on from standard photo stock, canvas and signage material, to name a few -- you choose which medias to offer.

Systems come with the FotoZoomer applications software with pre-stored border templates installed on a high performance industry-standard, all-in-one computer with touch-screen display with a keyboard and mouse.

You would choose which optional applications you want to offer at your store:

- All systems com with the Small Format Tool to produce photo prints up to 13"x19"
- Photo Package Tool Option: enables the system to produce multiple sizes of prints onto one 8x10 sheet; great for school fund raising programs.
- T-Shirt Tool Option: enables the system to print onto T-Shirt transfers to create custom T-Shirts.
- Large Format Tool Option: enables the system to print full-size posters and banners; needs to be paired with a large format printer.
- Instant Sign Tool Option: comes with a large set of pre-stored business and education sign templates that can have customized text added, then printed.
- Image Library Tool Option: used with professional artists or photographers to store their images in a protected space for reprinting on your system.

You then choose the optional system components you want to start with:

- FotoZoomer Stand
- Epson 4490 Photo Scanner
- Epson 1400 Photo Printer (up to 13x19 prints)
- Shinko Dye Sublimation Printers for high speed photo printing (4x6, 5x7, 8x10 or 8x12 depending on the printer model and media loaded)
- Epson Thermal Receipt Printer TM-88IV
- Epson 7880 (24") or Epson 9880 (44") Wide Format Printer for posters and banners



Why would my retail store benefit from offering FotoZoomer services to my customers?

There are several benefits to offering FotoZoomer services to your customers:

- Offering a new service gives your customers another reason to come into your shop
- Offering a self-service method to create enlargements, custom sized prints and posters are unique services when compared to most standard photo kiosk systems.
- Additional ancillary services can be offered such as mounting prints on poster board, laminating prints and even selling frames; generating incremental profit.
- Generate on average 80 cents of profit for every \$1 sold.
- Diversify your retail operations into one of the fastest growing segments of the Photo Marketing Industry and become less dependent on shipping revenue.

I have a relatively small shop, how much space do I need for the system?

The system, depending on configuration you acquire, can take as little as 3 square feet. With the optional larger printers more space will be need but the potential revenue generation justifies the additional space.

I am extremely busy. I don't have any time to run your system to produce these prints.

FotoZoomer is an easy-to-use, walk-up, self-service, printing system. Images can be loaded, enhanced, merged with templates, and sent to the printer, by your customer, all without owner or employee intervention. Once the customer completes preparing their image to be printed, the system automatically generates a receipt on the system's optional thermal receipt printer. This receipt has both the price of the print and authorization code that you will need to ring up the transaction and to authorize the print to be made. This process results in you getting paid for the print, before it is made, eliminating any risk of *shrinkage*.

It is true that from time to time, you will need to re-load media and ink --- the more you do this, remember, the more prints you are making and the more profits you are generating. In any event, changing media and ink is easy to do. Complete instructions are included with the system and you will receive training on how to do this at install.

You have prices assigned to each size print, are these competitive, are they fixed?

The prices shown on the display during system demonstration are primarily for illustration purposes. Our sales agents can show you a competitive matrix that we have developed that will give you a sense for what each size print sells for on a national average basis.

The prices shown on the display are under the control of the system administrator (typically you, the owner). Our sales agents can show you the administrative module where you can adjust these prices for your local market conditions.

I noticed that the system takes several minutes to produce the larger print sizes. Why does it take so long? What is the customer to do while they are waiting?

Let me address the "time" issue first. From a purely technical perspective remember printing a 24" x 36" image is equivalent to printing 36 individual 4" x 6" images; so a larger image area necessarily takes more time. As to what the customer can do while they are waiting the extra few minutes, that's easy, shop for additional products and services from you. You should



strategically place these additional products around the FotoZoomer system. Frames, shipping tubes, poster board, tape, tacks, and other mounting supplies; not to mention the potential of getting into laminating and custom framing!!

Our current customers have indicated that the mere presence of the FotoZoomer system, just because it is so eye-catching, has generated new opportunities to discuss the full range of products and services you offer customers – this is a good thing!! A whole set of ancillary profit generating opportunities will be created.

I can't afford a big, expensive poster printing system.

Our policy is: *Think BIG, Start Small and Evolve*. Start with one of our standard print size configurations, then as your volume grows and you are ready to expand your applications, add addition wide and narrow printers as you need. This is not your typical dead end photo kiosk but a complete specialty printing solution that is highly configurable and easily expanded over time. Even with our most fully configured system, if you produce two banners a month, you will more than pay for your system.

Do you have any retail customers that I can speak to about their experiences with your system?

Yes, we can supply you with contact information for current owners.

What do I have to do to move forward with acquiring one of your systems?

E-mail us (sales@fotozoomer.com) your name, your business name, business address and a telephone number we can reach you at and one of our sales agents will contact you to further explain our products and to move the process forward.

What training will I receive?

When the system is initially installed you will receive two hours of instruction. The system is very intuitive and you will find that using the system requires little, if any, “formal” training.

Learning the administration functions will enable you to get the most out of your system and to adjust prices to your local market conditions. We encourage you to spend some time getting acquainted with this module.

We do encourage you to read the Operator and Administration Manuals supplied with the system. You will find most questions can be answered by referring to these documents.

Each system is delivered with our *Profit Center Guide*. This guide provides a detailed plan on how to successfully implement FotoZoomer services. We strongly encourage you to read and follow this plan as it is an accumulation of the best practices by our current, successful FotoZoomer owners.

Finally, we also conduct webinars several times a month on system operations, marketing FotoZoomer services, and other topics of interest to our system owners.

Where can I get supplies for my system?

FotoZoomer LLC offers a full line of media and inks compatible with your system. A list of these supplies and their prices will be provided to you with your system.



How do I get service and support? What is your product warranty policy?

Your first year of telephone support and software updates can be purchased with your system. You can renew this coverage with us on an annual basis.

The various hardware components are warranted for twelve months by the original equipment manufacturers.