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NPES PRINT BUSINESS OUTLOOK CONFERENCE 2017


Ray Duval, Director, Solution Sales

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Ultimate
TechnoGraphics

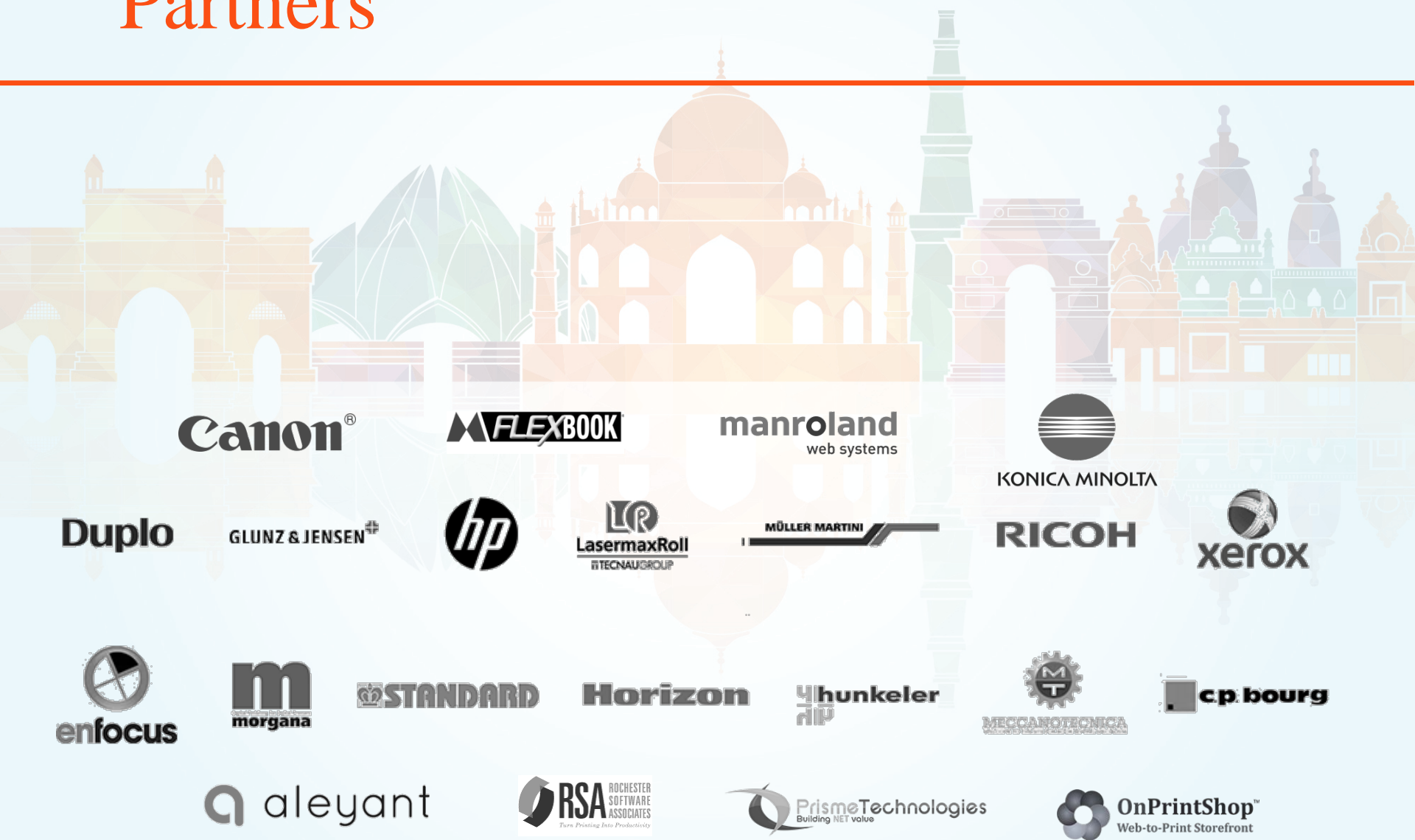
25 years



OPTIMIZING AND AUTOMATING PHOTOBOOK AND PHOTO PRINT PRODUCTION

Reach new business with photo prints
and related products

Partners



Some of our Customers

- Hucais, China
- Kodansha, Japan
- **RPI / DPI, USA**
- London Life, Canada
- Thomson Reuter, USA
- **Shutterfly, USA**
- Met Museum of New York, USA
- Symeta, Belgium, Europe
- **Bay Photo, USA**
- Rotolito Lombardi, Italia

- **Zangraf Digital Photo, Brazil**
- R.R. Donnelley & CGX, USA
- Edwards Bros. Maloy, USA
- O'Neil Data System, USA
- **Lupa, Israel**
- **PhotoCru - Photobooks Worldwide, Malaysia**
- **PhotobookShop, Australia**
- London Drugs, Canada
- Merrill Corporation, USA
- Precision Printing, UK



Challenge Into Opportunity

Some people see **Challenges**....



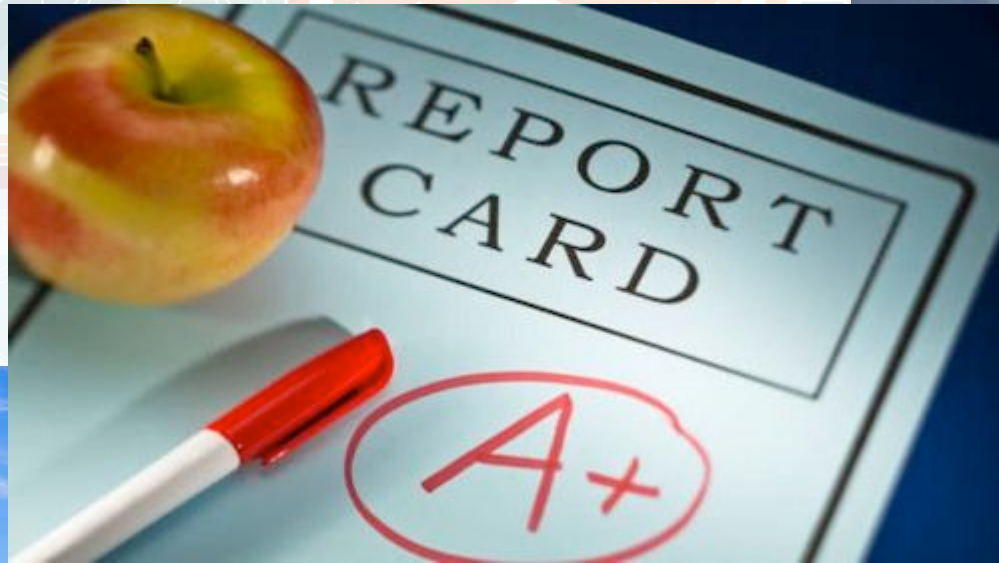
Challenge Into Opportunity

Some people see Opportunities....



Challenge Into Opportunity

Some people see Opportunities....



Challenge Into Opportunity

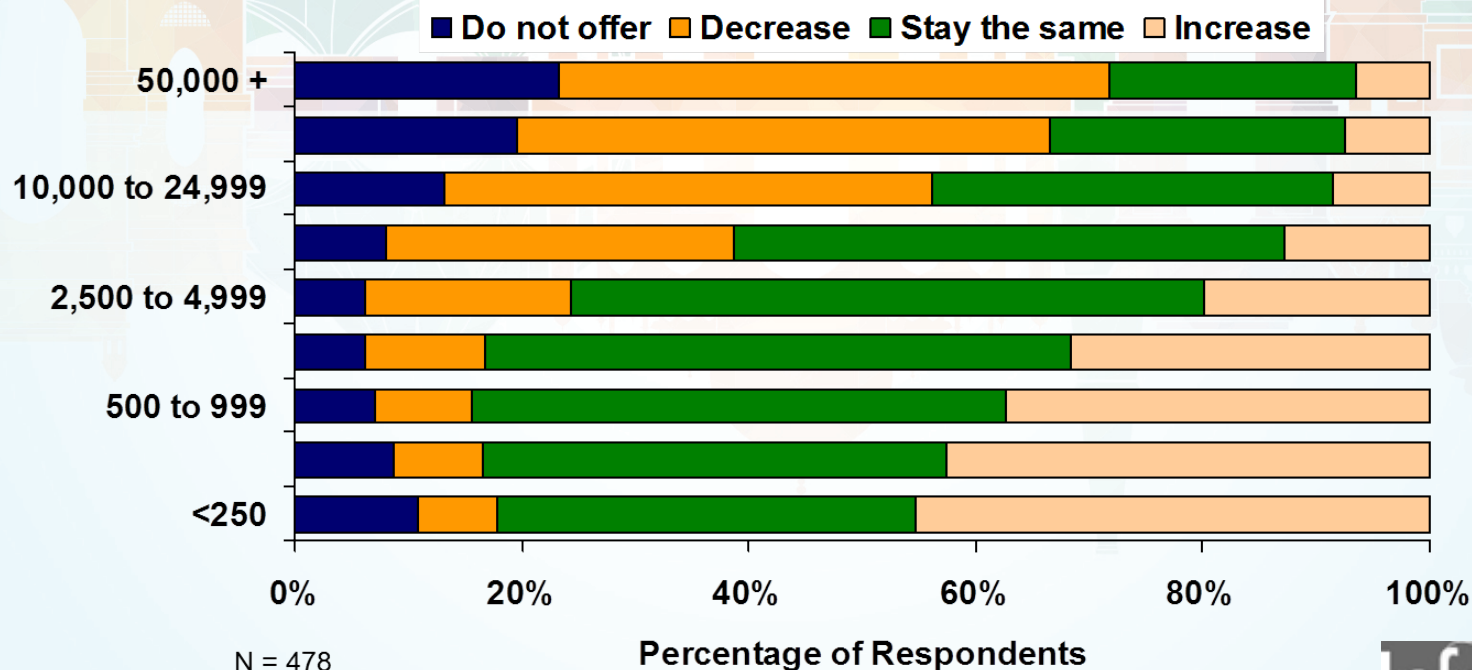
Optimizing **short runs** in a fully automated workflow to allow for **quick turn around time**. You must focus on automation and **just-in-time** production.



Run Lengths Continue to Decline

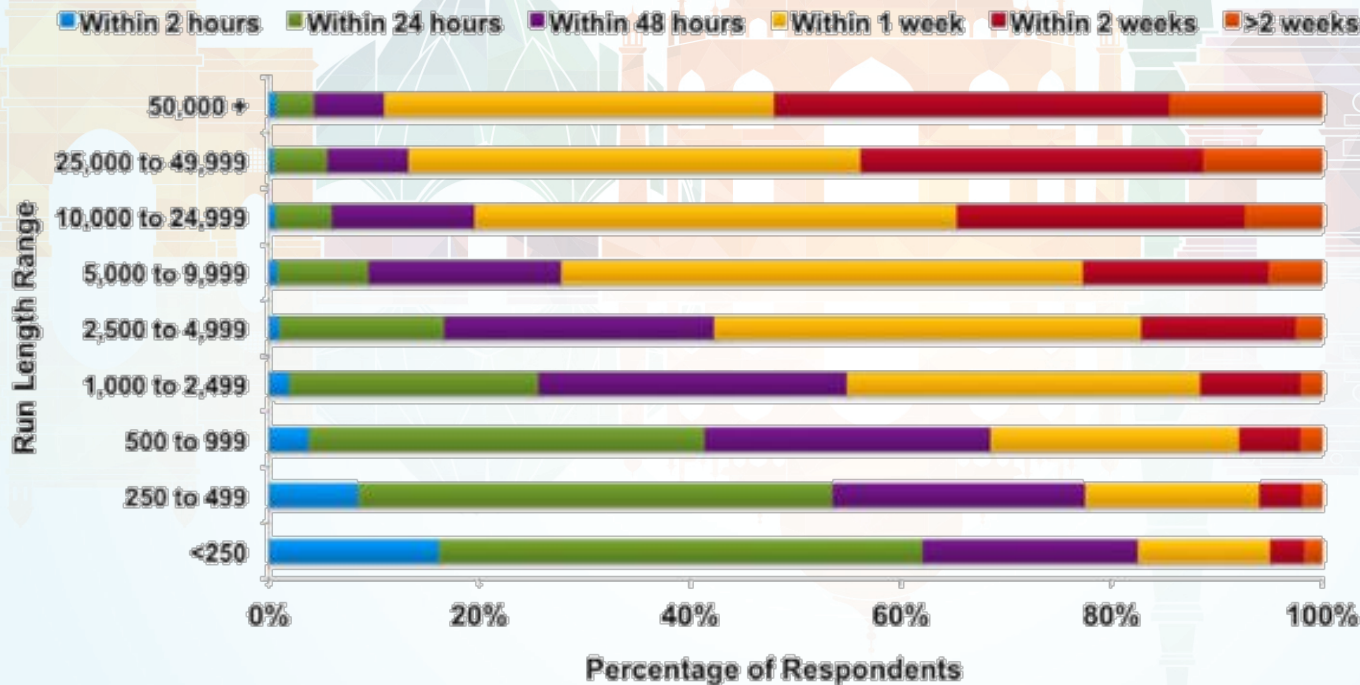
Figure 1: Change in Frequency of Printing Jobs

For the following run lengths, do you see an increase or decrease in the frequency of printing jobs?



Delivery Times are Shorter

Figure 5: What are your customers' turnaround requirements for each of these run lengths—total?



N = 478

Source: Emerging Trends Q2 2012 Run Length, Turnaround Time and Print Volume, InfoTrends 2011

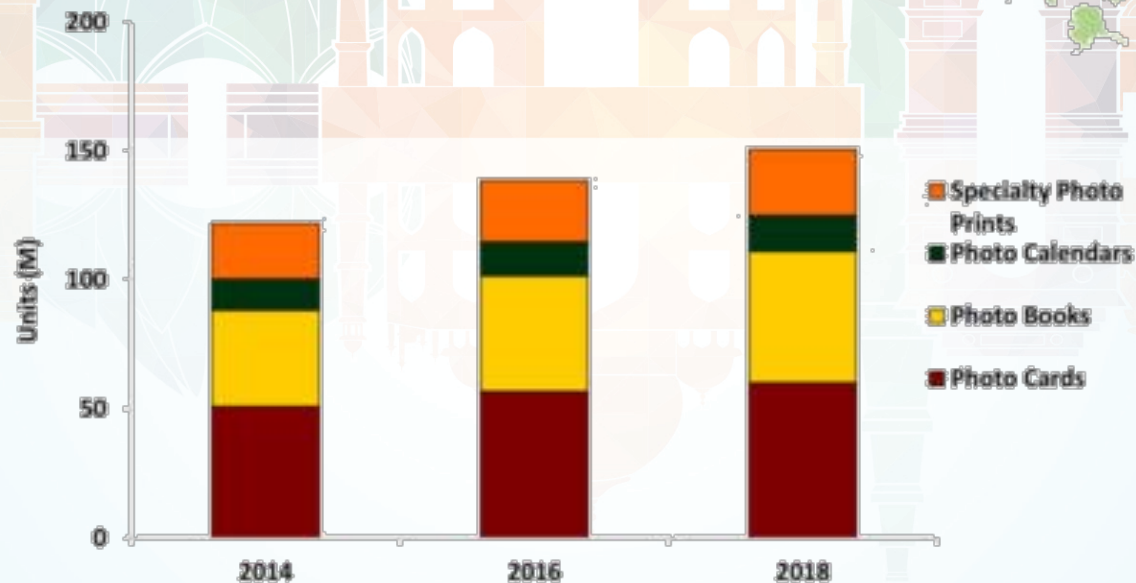
With short-run print jobs dominating the market, customers are requiring faster turnaround times than ever before.

So Many Small Orders...



So Many Different Products...

U.S. Units Ordered by Product Category, 2014-2018



Note: Individual photo cards are counted as one unit.

Growth Opportunity



- ✓ Photobooks: Lay flat, Rich media, Larger books, extra pages, extra copies
- ✓ Photo Cards: Boutique cards, non-holiday, non-photo.
- ✓ Specialty Prints: New formats, new materials, irregular shapes (nesting), labels, etc.

Grab the Opportunity

 amazonprints

✓ Sept. 2016: Amazon Enters Photo Print Market

There haven't been that many significant entries into the photo print market over the last several years, so it was especially notable when Amazon announced its AmazonPrints service on September 21st, which is available to Amazon Prime and Amazon Drive customers. The service is now offering photo prints in 4" x 6" (\$0.09), 5" x 7" (\$0.58) and 8" x 10" (\$1.79) sizes, as well as two different types of photo books. AmazonPrints 8" x 11" hardcover photo book with glossy pages, and an 8" x 11" premium layflat hardcover book with matte paper. Stationery and calendars are coming soon.

But my Workflow is Not Automated...



It is Time to Automate



**Impostrip
Automation**

Choosing the Right Solutions



Key Automation Features

1



Connect imposition to your management system

3



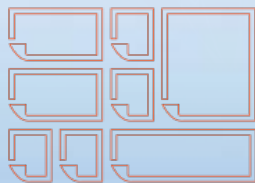
Generate dynamic barcodes to track your jobs

5



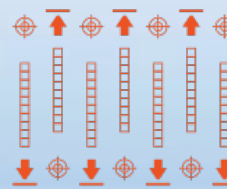
Reach high speed imposition processing

2



Gang jobs of different quantity and sizes

4



Get your marks right every time with Marks Profile

6



Combine your offset and digital operations

The Right Tools

- ✓ Fully automated imposition workflow
- ✓ Flexible, Scalable, Easy to use.
- ✓ Must handle a wide range of applications
- ✓ Book on-demand, photos, labels, packaging or any commercial work... in a single solution

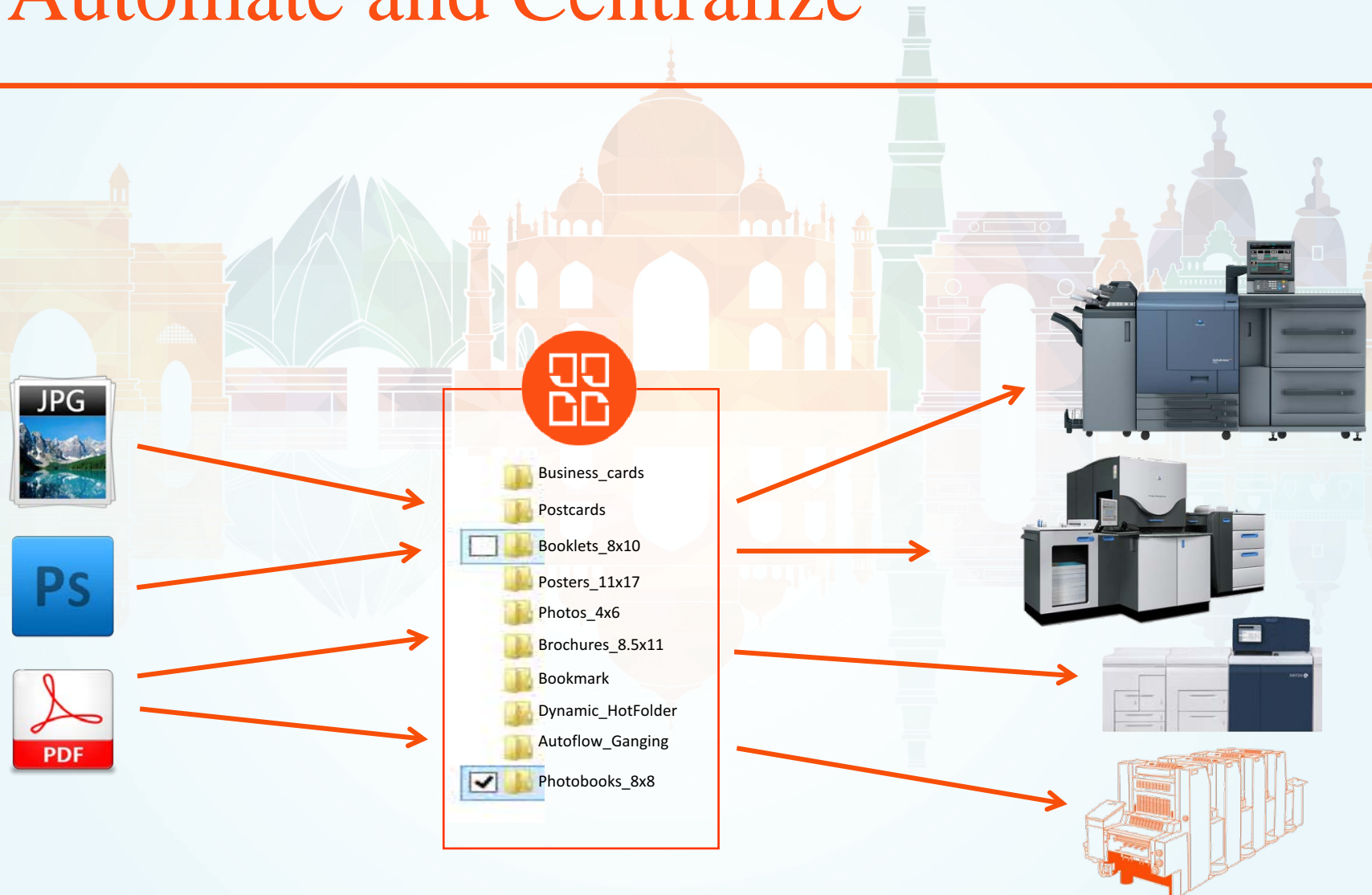


On Demand Digital Photos

- New business model: Automate!
- Automation is key in driving revenue and increasing profits
- Imposition and Finishing automation workflow
- Batching of orders, back side metadata printing, imposition and barcoding for finishing automation



Automate and Centralize



Automate and Optimize



Automate End to End

Imposstrip Automation

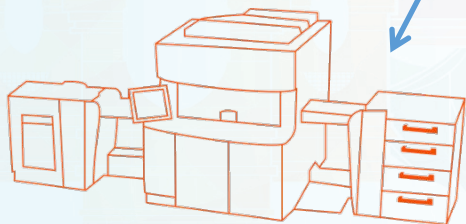
Imposition with
Barcodes and
Banner pages



Ultimate Bindery



Ultimate Bindery:
Finishing
Automation

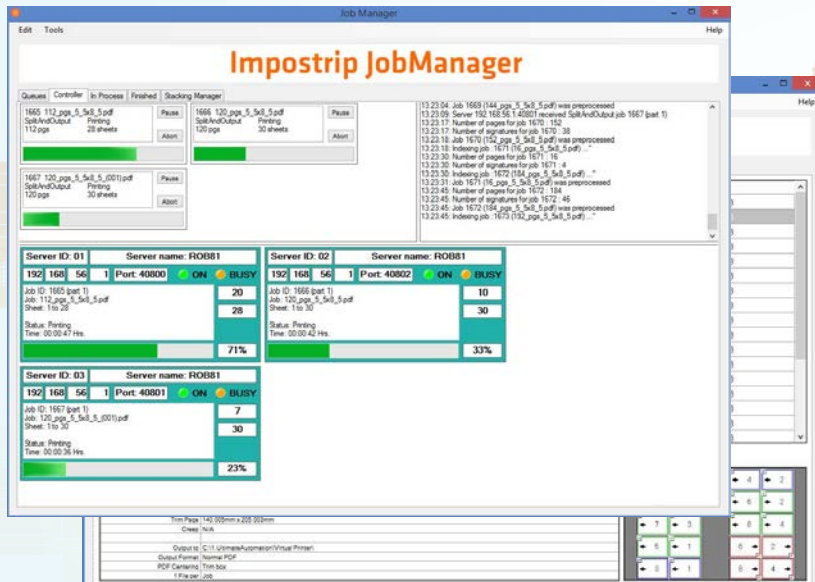


Inline

Near-line



Scalability to process High Volume



Solution to manage across multiple servers

High volume photo processing can only be done with the advantage of multiple core server computers to deploy several software engines in order to rack up as much capacity as needed to meet production demand and speed.



Impostrip®
Scalable



Portfolio

Imposition and Finishing Automation Software

- **Impostrip®**
Imposition Automation
- **Ultimate Bindery®**
Finishing Automation
- **Absolutely Imposing™**
Adobe Acrobat Plug-in



Thank you

Ultimate TechnoGraphics

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