



Software for the Self-Service Economy

## WebRaiser Premieres VendiPix™ Digital Photo Processing at PMA 2006

### Photo Solution Targets Resellers and Retailers with Award-Winning Software

**Sacramento, Calif.** – February 26, 2006 – WebRaiser Technologies, Inc., the leader in software for the self-service economy, launched VendiPix at PMA 2006, the world's largest photo imaging trade show. VendiPix™ combines WebRaiser's award-winning VendiSoft™ self-service software with best-in-class Image2Print™ photo processing software. VendiPix is a unique photo and digital signage network designed to meet the demand of resellers and retailers for a store-branded solution that maintains the highest levels of uptime performance. PMA 2006, which is the 82nd annual convention of Photo Marketing Association International, is being held in Orlando, Florida from February 26th to March 1st. VendiPix demonstrations will be available at the *Build your own Kiosk Pavilion* in Booth# 4372-12.

WebRaiser's VendiSoft software development environment is at the heart of VendiPix. The software includes an advanced kiosk operating system and remote device management that automatically triggers restocking of paper and toner. VendiPix kiosks are networked together so that a regional or national retailer can have centralized control of all of their devices. Each VendiPix unit also includes a secondary digital signage screen that narrowcasts custom advertising and product messages to consumers.

"For years photo companies have tried to conquer self-service, and kiosk companies have tried to be photo experts, both resulting in limited success. With VendiPix you get the best of both worlds," said Gary De Blaquiére. WebRaiser's co-founder and Vice President of Business Development, "We designed VendiPix to set new standards in the digital photo space by combining our unmatched self-service architecture with superior photo imaging software."

WebRaiser has integrated Beaufort Solutions' Image2Print imaging software engine. Image2Print makes it possible to customize the look and feel with the ability to easily adapt branding, splash screens, colors, languages, and product output offerings. With Image2Print, VendiPix can be tailored to fit any reseller's market niche.

"We also designed VendiPix as a custom-branded photo kiosk for resellers and retailers who want to control their brand and marketing strategy," added De Blaquiére. "VendiPix is the first photo kiosk that includes a second screen for digital signage and POS advertising as a standard feature. With VendiPix, we made sure that we built a marketing machine, not just a new photo kiosk."

#### About WebRaiser

WebRaiser Technologies, Inc. makes self-service simple. Through its award-winning VendiSoft™ development platform, VendiStore™ kiosk applications and Method8™ business process, WebRaiser enables self-service success. Founded in 1997, WebRaiser has helped more than 200 companies reduce costs and increase revenue. Customers include AmeriGas AT&T, Red Lobster, Sutter Health, Ghirardelli, Sketchers Shoes, and Lockheed Martin. For more information, go to: <http://www.webraiser.com>. Information on VendiPix™ can be found at <http://www.vendipix.com>.

#### About Beaufort Solutions

Beaufort Solutions Inc. is a world-class provider of open systems software solutions that enable, drive, and support the transformation of digital media into quality prints. As a key kiosk software supplier for large reseller organizations with complementary product and services offerings, Beaufort focuses on delivering innovative and top-quality products to the digital imaging industry. The company can be found on the web at: [www.beaufortsolutions.com](http://www.beaufortsolutions.com).

## About PMA

Photo Marketing Association International® (PMA®) has more than 20,000 members in 100-plus countries. The 82nd annual PMA International Convention and Trade Show is the world's largest annual photo imaging trade show for the estimated \$83 billion worldwide industry. For more information go to [www.pmai.org](http://www.pmai.org).

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