

Introducing Pixtorio One: A new all-in-one retail photo platform

Rich platform provides retailers with one web and kiosk experience, one order process for all products, and one retail management solution

February 19, 2010, Anaheim, California – Tripod Ventures, a leading designer of dynamic rich applications for the retail industry, today announced the launch of Pixtorio One, an evolutionary, cross-channel platform for photo retailers at the Photo Marketing Association Show (PMA) held February 21-24, 2010 in Anaheim, California. Pixtorio One is an all-in-one retail photo solution that provides a single customer experience for both web and kiosk deployments, a unified order process for all photo products, and a robust back-end retail management solution.

“This is the all-in-one solution retailers have been waiting for”, says Shant Balayan, chief executive officer of Tripod Ventures. “Pixtorio One’s stellar user experience and consistent interface for both online and in-store versions means a shorter learning curve for customers. It also allows retailers to provide better customer support, delivering an overall better interaction with higher conversion rates.”

“As the Manager of New Technologies Photo at Walmart, I was charged with identifying and evaluating all of the existing and emerging software platforms for creating and ordering imaging products,” said Larry Adams, industry consultant. “I have watched with fascination as exciting new generations of web-based and kiosk software platforms have emerged that will sweep away all the remaining barriers for consumers to access their images and create and order photo output. Tripod Ventures, with the development of Pixtorio One, is clearly among the leaders in this area.”

Pixtorio One’s single user experience for all photo products, both in-store and online means that customers only need to learn one application to order prints, photo books and any other photo merchandise. The unified order process easily enables customers to quickly complete orders for multiple photo products at the same time, from the same batch of images, and allows retailers to offer integrated cross-promotions.

In addition, Pixtorio One provides retailers with a rich back store, enabling them to become autonomous in managing suppliers, products and promotions. A unified management solution, coupled with cloud-based data storage, means retailers can access and manage their back stores from any location. This centralized system also provides greater flexibility and scalability for retailers, enabling them to directly add new products, new suppliers, and additional kiosks at any time.

The platform is based on third-generation technology and has emerged from many years of development and consultation with leading retailers across North America. It leverages cutting edge technologies to deliver a dynamic and rich user experience and is built on a solid foundation of proven, enterprise-caliber technology.

Availability

Pixtorio One is available immediately for deployment by mass and specialty retailers. For more information, visit <http://www.pixtorio.com/>. For a demo of Pixtorio at the PMA show, visit booth 2965.



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About Tripod Ventures

Tripod Ventures was formed in 2007 to meet an emerging need in the retail sector for Web 2.0 technology solutions that combine stellar user experiences with operational excellence. Each of the company's three founders brings a different cluster of expertise to the group: technology innovation, operational excellence, and a deep strategic knowledge of the retail business. The company is dedicated to funding the development and operation of unique technology solutions for the retail sector that enable companies to manage the order and fulfillment process for user generated objects. The privately held company is headquartered in Montreal, Canada. For more information about the company, visit its web site at www.tripodventures.com.

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