

Background

Founded in 1999 in Emeryville, California, Pictopia has become the premier photo commerce provider to some of the world's top media and entertainment companies. Pictopia clients include Getty Images, The National Basketball Association, Associated Press, The Washington Post, Gannett, and Knight Ridder.

Pictopia enables these organizations to unlock the value of their vast image collections by helping them sell high-quality photographic reprints directly to the public. Consumers have regularly requested photo reproductions from newspapers, magazines and books; but providing such a service was time consuming and expensive. Pictopia has developed proprietary reproduction technology and streamlined fulfillment processes to make selling prints directly to the public a profitable revenue stream.

Pictopia's *Print This Picture (PTP)* service combines the highest quality, automated photography reproduction with e-commerce infrastructure to make any image seen in mass media accessible to consumers as framed or unframed wall decor for the home or office. Consumers can now buy world-class photography over the Internet, or by mail or telephone.

Markets

Pictopia provides the highest quality photographic services to newspapers, sports leagues, professional and amateur photographers, other photo labs, museums, galleries, and corporations. Pictopia's professional photographic services include Heidelberg drum scans, Lightjet c-prints and other state-of-the-art digital imaging services.

Benefits

- Creates a new revenue stream from existing assets
- Easy to implement
- Highest quality prints, mats and frames
- No minimum purchase requirements
- No additional infrastructure required
- Turnkey customer service solution

Flexibility

Whether your company is large or small, Pictopia's photo commerce solutions are tailored to your needs. Our *Print This Picture (PTP)* program will help you maximize the value of your photo archive with a variety of streamlined, end-to-end turnkey solutions. Whether you need a shopping cart or a complete storefront, Pictopia has a customizable solution for you.

Simple Turnkey Process

- Sign up with Pictopia.
- A Pictopia Program Manager walks you through the set-up process.
- Pictopia manages the web site programming, maintenance, hosting of eCommerce pages, and develops your on-line photo galleries.
- Your photo store is active within two week of Pictopia receiving your contract.
- You market your photo galleries to your subscribers (or audience) via your established media channels (newspaper, websites, etc.).
- Pictopia processes orders, collects payment, prints the images, ships direct to the consumer, and sends you a monthly check.

Get Started Today!

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