

Press Release

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At Photokina Oblò Multimedia will introduce the ultimate solutions, designed for retailers, that range over RETAIL IMAGING, ON-LINE IMAGING and DIGITAL SIGNAGE markets.

Cologne – 23rd September 2008. **Oblò Multimedia** (www.oblomultimedia.com), the leading European developer of advanced multimedia kiosk systems for retailers will show at **Photokina** the most complete range of: photo-kiosks, on-line photo software suites and digital signage products.

Discover all the novelties at Oblò **Stand C5 – Hall 10.2.**

ObloLIFE



ObloLIFE software is an innovative **hybrid system** that combines a retailer web-site with a customer desk-top application.

ObloLIFE, the “kiosk-at-home” software solution, is a fully customizable desktop client application that enables consumers to order prints, photo-books and photo-calendars directly from home, as if they were in the store.

When the order is ready, with a simple click of the mouse the job is **securely transferred via Internet** to the store or central lab for production and delivery.

The workflow and GUI interface of **ObloLIFE**, although optimized for the PC environment, is **the same kiosk Oblò interface** internationally praised for its usability and elegance.

This software, specifically designed for retailers, allows **total flexibility** in terms of products selection, pricing, printing fulfilment and statistics of use.

ObloLIFE is for retailers an easy and convenient way of incrementing printing orders while staying always in-touch with their customers.

NIKInformer



NIKInformer is a standalone retail information kiosk, commissioned to Oblò by Nital Spa, Italy's exclusive distributor for Nikon, as a way of promoting the entire camera company's photographic line of products in more than 100 photo retail stores.

The Oblò info-kiosk software combines a touch-screen kiosk application, a Web server application and a Web database. The workflow and GUI interface of the kiosk are based on the latest technologies, to grant a unique and appealing customer experience.

Everything is **based around a database** allowing retailers to easily update and manage personalized content. Using Oblò's InTouch 24/7 software, a complete **remote management and monitoring** system is possible. Oblò info-kiosk software is

specifically designed for retail environment, allowing retailers **total flexibility** in terms of products description, pricing, cross-features suggestion and statistics of use.

Even though **NIKInformer** was specifically designed to help sell photo systems, **Oblò info-kiosks could be used to promote any kind of product.**



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Plano

Plano is the latest evolution in the Oblò kiosk range, combining the most advanced technology with an innovative design. **Plano**, with its revolutionary, compact architecture is perfect for creating multi-kiosk configurations in store. **Plano** is a powerful and reliable kiosk based on two modules: a very slim integrated cabinet (less than 2,5" height) and a separate 17" LCD touch-screen monitor with an adjustable monitor support. **Plano** comes with an integrated built-in-ticket printer with graphic software and can optionally include a built-in chip-card reader for pre-paid payment, too.

A lot of photo retailers have already chosen **Plano** to offer in-store a wide range of innovative and profitable products: digital prints in all formats, photo-books, mini-books, calendars, posters, greeting cards, CDs, DVDs... and a whole lot more!

New Oblò Kiosk Software V5

Oblò Kiosk Software V5 is the latest generation of the kiosk application software and includes brand new services:

- **Gifts**

A new exclusive service from Oblò to professionally order at kiosk a wide variety of gifts and specialty items such as: puzzles, mouse-pads, calendars, packages, etc. Thanks to the Oblò proprietary **FaceMatic** technology, an easy auto-fill of the image into the gift graphic is possible. Customers can instantly preview multiple gift items with their selected image.

Retailers can use the exclusive **Gifts configurator** software to import custom images and objects to be ordered at kiosk.



gifts

- **Photo Albums**

The new Oblò photo albums are stylish and attractive for customers and are an easy entry to the book market. Thanks to the Oblò software, which automatically creates a cover page and fits the customer image to the page adding a shadow, customers can create amazing photo albums absolutely with no efforts.

Photo albums have a professional and high quality look due to their original 8"x8" square size covers, available in different fashion colours.



album

- **Collage Posters**

Wonderful collage prints to showcase customer's favourite pictures, in few easy steps. Thanks to Oblò software, posters are automatically composed. The software shuffles the images to create truly memorable posters, too.

Retailers can gain important revenues from collage posters as they can be printed in all sizes from 4"x6" to 12"x35" and even on canvas.



posters



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About Oblò Multimedia

Oblò Multimedia srl, based in Spilimbergo, Italy, is an innovative imaging company that offers to retailers the most complete platform made of photo-kiosks, software suites and digital signage products.

Oblò's mission is to provide leading edge products and software to the Info-Imaging market, supported by ongoing research and development of concepts that combine technology, creativity, and ergonomic design.

For additional information about Oblò Multimedia visit us online at our new website:
www.oblomultimedia.com

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