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## ObloLIFE. The home-kiosk software. Working for you 24/7!

**Oblo Multimedia will introduce at Photokina ObloLIFE, the new software that allows retailers to gain an important presence in the on-line photo market.**

Cologne – 23rd September 2008. **Oblo Multimedia** (www.oblomultimedia.com), the leading European developer of advanced multimedia kiosk systems for retailers, will introduce at Photokina **ObloLIFE**, a brand new solution that allows retailers to easily enter the fast growing on-line imaging market.



**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.

Thanks to **ObloLIFE's** easy-to-use interface, customers can enjoy designing their own photo books, calendars or ordering prints and enlargements in the comfort of their home.

The workflow and GUI interface of **ObloLIFE**, although optimized for the PC environment, is the same Oblo kiosk interface internationally praised for its usability and elegance, ensuring consumers a seamless experience.



*Customer using Oblo Movo Kiosk in the shop and ObloLIFE software at home, with the same user interface.*

When the order is ready, with a simple click of the mouse the job is securely transferred via the Internet to the minilab store or central lab for production and delivery. **ObloLIFE** ensures **maximum security** with orders safely encrypted, fast uploading mode and rendering in the store or lab.



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**ObloLIFE**, 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. With **ObloLIFE** your store is open 24/7!

Discover **ObloLIFE** at Oblò **Stand C5 – Hall 10.2**.

### **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](http://www.oblomultimedia.com)**

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