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At Photokina Oblò Multimedia will introduce stunning new products and exciting services for retailers.

Photokina is the perfect showcase for unveiling an impressive number of new solutions designed by Oblò for retailers in the hunt for more profitable services.

Cologne – 23rd September 2008. At the **Oblò Multimedia** (www.oblomultimedia.com) stand in Photokina - **Stand C5 / Hall 10.2** - retailers can discover the full range of Oblò products including the most advanced multimedia kiosks, professional printers and the most innovative and profitable services.

Oblò Kiosk Software includes brand new services and applications:

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.

Retailers have the possibility to suggest their customers the perfect gift by simply using different product family segments and can also add gifts as an automatic up-sell to

print orders (easily customizable by retailers from settings menu).

Thanks to **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.

Photo Albums



The new Oblò photo albums are stylish and attractive for customers. Thanks to the Oblò software, which automatically fills the templates with the preferred images, customers can create amazing photo albums with no effort.

Albums' covers, available in different

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fashion colours, in an original 8"x8" square size, are supplied together with metallic spirals for trouble-free binding operations.

Photo albums have a professional and high quality look due to the hard-bound covers that have soft touch feel, they also incorporate an original die-cut window on the front, allowing the viewer to see the cover picture of the album.

Retailers can differentiate themselves from their competitors by offering the photo album combined with the Oblò **Youoncd** service for viewing their images with music on PC (the CD also contains the archive of images).



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.

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.

There are different and stunning graphics, available in many sizes: quick collages, calendar-collages, mosaic-collages.



Digital Prints



High quality professional digital prints in all formats, from amateur to poster enlargements.

Prints service include the exclusive **ImageMatic** image enhancement software for professional quality digital prints.

With the new version of the kiosk software

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two prints workflows are available:

Easy Prints: step-by-step guided flow for not expert users, with the possibility to select the size for all the prints and up-sell the enlargements.

Multi-size Prints: flow for expert users; allows the customer to select simultaneously different print sizes and quantity for each image.

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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