

Dear Friends,

Over the past year, LabPrints has made a quantum leap into the future of digital photography. We tripled our team of dedicated professionals and doubled our office space—all to tune into your needs and turn around ground-breaking developments in workflow, design and marketing solutions. From the start, our goal has been to give digital photographers an entire toolbox of state-of-the-art solutions, with each component working seamlessly together. Now, using our suite of software and online services, photographers not only have the tools to take them from camera to client, but also a level of ease, speed and sophistication that, quite simply, cannot be matched.

Take our album design software, LP Album Builder, which is already fast and easy to use with its intuitive drag-and-drop album-building technique. Now you can take albums to the next level with unlimited options for backgrounds, borders, drop shadows and other design elements, without ever leaving the LabPrints environment. Or check out LP Composite Designer—still the best and fastest way to create striking coffee-table albums, as well as the latest trend in portrait composites.

Great progress, but I am most excited about our new online storefronts! We listened to your needs, and the new design is a direct response to what our photographers asked for. You will find a more sleek and modern look, a great new easy-to-use interface, and exciting new features!

If you are already using LabPrints, thank you for your input and support! If not, please give us a call today. There has never been a better time to discover what thousands of photographers already know... **LabPrints will save you time and increase your studio sales!**

Sincerely,

Bob Kolbe

Bob Kolbe, CEO
LabPrints

10 Reasons Why You'll Love LabPrints

1. No more multiple applications to accomplish all your studio needs.
2. Friendly and knowledgeable customer support... plus it's free!
3. **FREE** online training—interactive and fun, you'll get to ask questions throughout the session and shorten your learning curve.
4. LP Album Builder's drag-and-drop approach is so fast and easy to use that you can design with clients in the session, resulting in much bigger album sales!
5. LabPrints partners with over 100 of the top photo labs in the US and Canada, and many of the top album companies, as well.
6. Increase portrait sales with LP Projection Tool—show your clients how much more impact a larger print has!
7. LP Composite Designer saves all layers, so your lab can correct each image individually.
8. Our newly redesigned storefront offers a beautiful new look, combined with the features you...and your customers...will want.
9. Using LP Production Studio, you'll have complete control—save composites as layered Photoshop® files, print in house...whatever works for you!
10. Use of the full LabPrints system will save you a LOT of time, and will help increase your studio sales!

Introducing new online storefronts. From LabPrints



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only
The software you need.



LabPrints LP
The digital photographer's best friend.

Design, Build, Post Online, Order, Edit, Organize and more!

LabPrints software offers a complete solution to the professional photographer's workflow. It's easy to learn and use, and since all the components are designed to work seamlessly with each other, it's the most efficient way to get the photos from the camera to your client's hands!

www.labprints.com

The Comprehensive Workflow Solution. From LabPrints

LP Digital Studio: Within LP Digital Studio, you can organize your images in groups, compare images, open them directly in Photoshop® (where you can make changes and save them in your LP project), crop and order prints, order proofs and Proof Portfolios, create your own packages and price lists, and much more!

Use the newly redesigned LabPrints storefront services to post your images online for proofing and increased sales. And with our Album Review service, you can even post your album designs online for client feedback and approval.

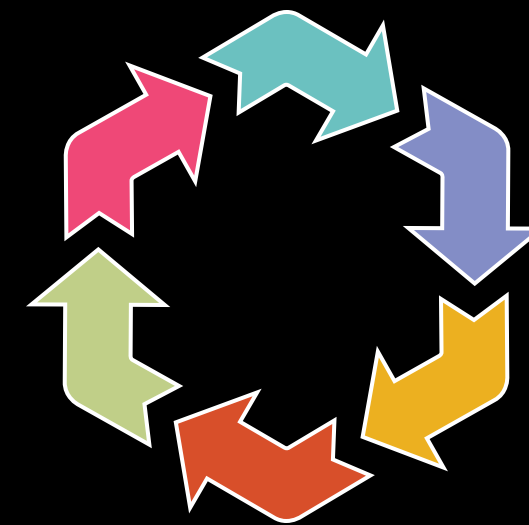
LP Album Builder: It's as easy as click, drag and drop! Create beautiful matted albums faster than you ever thought possible! LP Album Builder includes mats for most popular album companies, and allows you to easily move images on a page, or from one page to another. In fact, Album Builder is so fast and easy to use, many photographers design albums with their clients, creating great opportunities for add-on sales!

LP Composite Designer: With the LP Composite Designer, you'll create beautiful coffee-table (digitally composited) albums in a snap! Start with any of the several hundred easily modified templates, or create your own. When you're finished, just upload the designs to your lab, and they'll correct each image individually, so you don't have to! And of course, these templates are also great starting points for the latest trend in portrait composites, as well.

LP Projection Tool: Use LP Projection Tool to project actual size images in your client sales sessions. It's the best way to show your clients how a larger image has greater impact, and your sales will increase dramatically! Also included is a ranking feature, a huge help in the image editing process. Create slide shows, too. You can even show the image with any of hundreds of frame options, creating yet another profit center for your studio!

LP Production Studio: Output your composites as layered Photoshop® files, using the just-updated LP Production Studio version 5! Now you can access any LabPrints project, and save as psd or jpg—from there, you can print your own composites in studio, or send them anywhere. Let your imagination go—LP Production Studio will keep up with you every step of the way!

Online Services: Post images, events, and albums online with our newly redesigned store fronts! Our hosting services are easy to use and very flexible. Designed to give you complete artistic and quality control, you will be sure to increase sales and ensure your customer's satisfaction!



John Flaherty
Diamond Photo Design

"After using multiple programs in the past, we set out to find just one software program to help us run all our studio's imaging needs...and we found it with LabPrints.

If you think projection for wall portraits is great for sales, try projection for wedding albums! We design composite and matted style albums in LabPrints and then project the entire album on the big screen with the built-in slide show function."

Kelly Weaver
Kelly Weaver Photography

"I love working with LabPrints—not only does it serve as great ordering software, it is also great presentation software. It's very easy to guide my clients through the entire ordering workflow. I personally love the ease of use and the simplicity of the interface."

Tom Wall
Tom Wall Photography

"We use the LabPrints online storefront for proofing, but just as important is the huge increase in sales opportunities this creates.

LabPrints is a critical partner to our studio—the perfect integration of all its various components allows us to work efficiently and effectively. I hate to think about running the business without it!"

