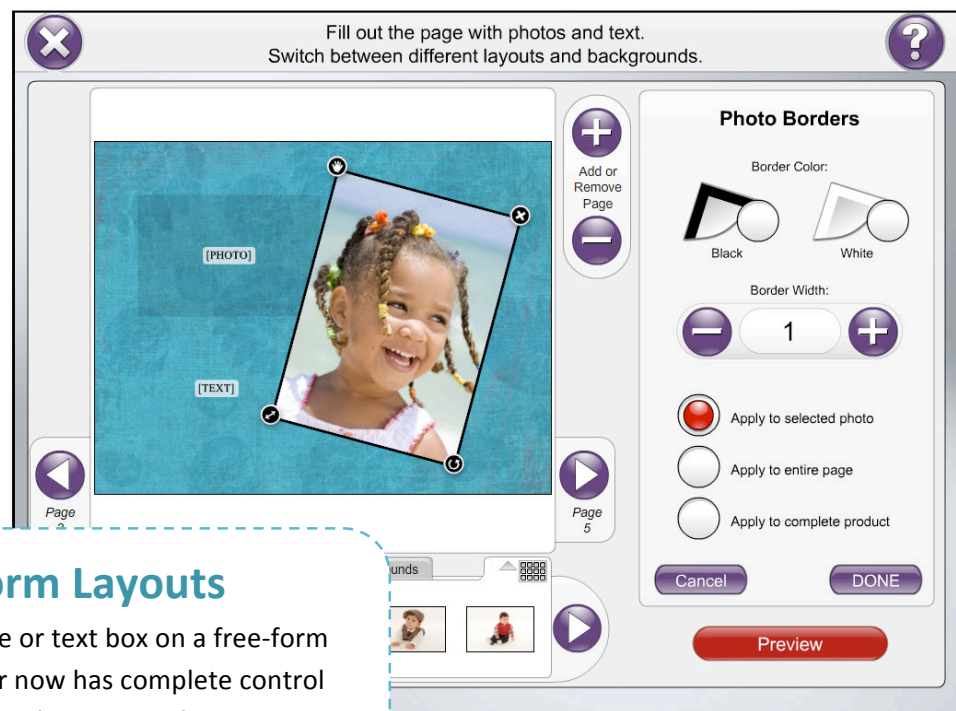


APM & Lab 50 7.5 Release Notes July 2010

APM 7.5: The New Features

- **Free-Form Layouts.** Customers now have the full freedom to move, resize and even rotate photos and text blocks exactly to their liking within a creative product. Users can also further personalize their products with customizable black or white photo borders of varying widths. The 2010.1 Content Release includes Free-Form Layouts support for a number of products: photo books, calendars, posters and banners.

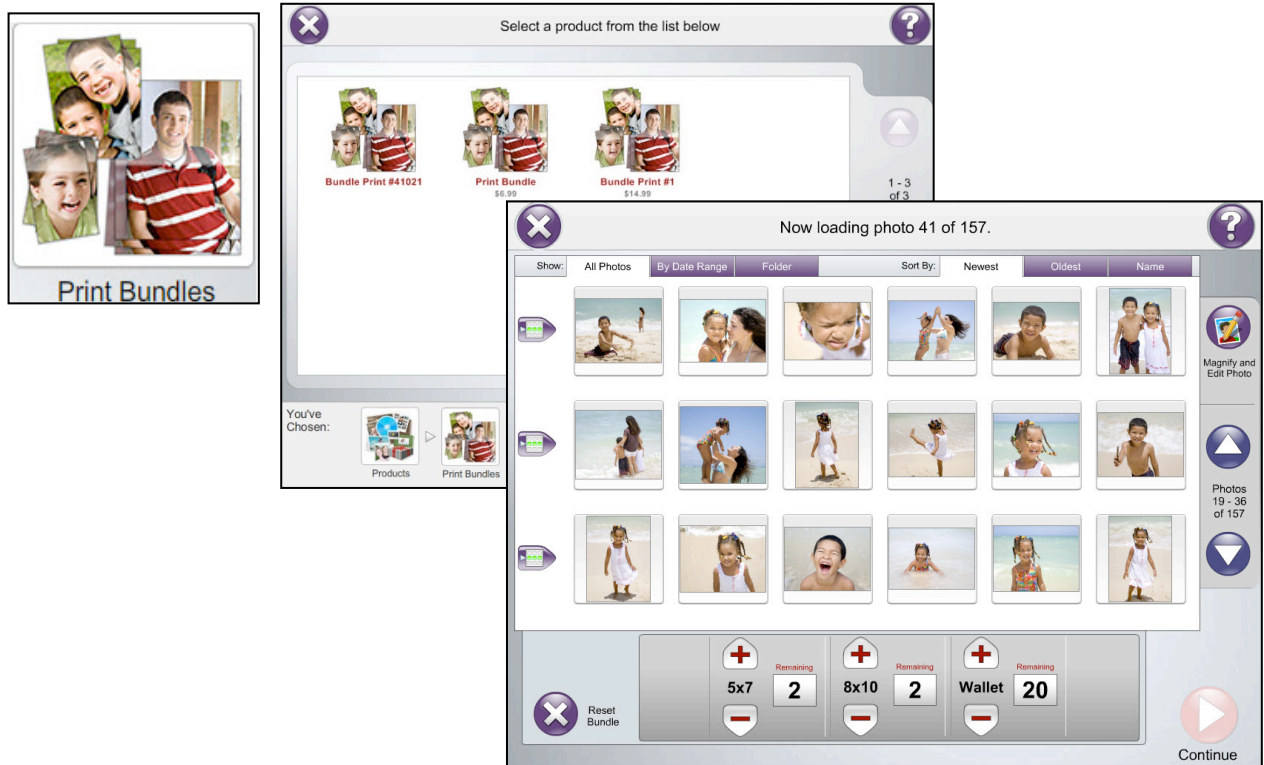


Free Form Layouts

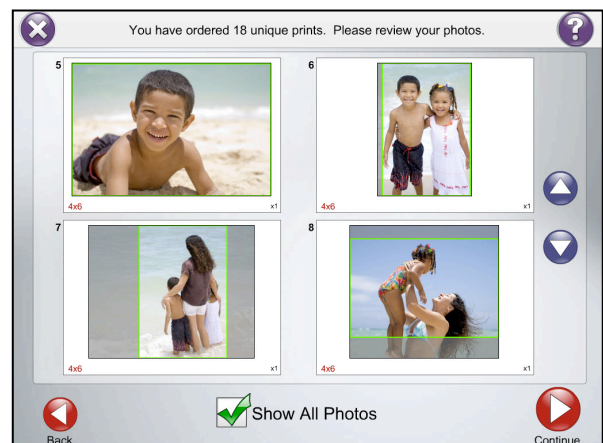
By selecting an image or text box on a free-form layout, the customer now has complete control while creating their EQ Product, for maximum customization!

- **Enhanced Autofill.** The new Quick Autofill option, enabled via the SetupWizard and offered for Folio styles that support Free-Form Layouts, offers customers an option that ensures every photo they choose will be shown in its entirety, by substituting the standard professionally-designed layouts for aspect-correct photo placement that always displays the full photo. The Autofill workflow has also been streamlined to skip the photo selection step for customers who choose "Manual Placement", and skip the Autofill vs. Manual selection entirely for products with only a few photo spots (e.g. flat & folded cards).

- **Prints Bundles.** APM 7.5 taps into the power of bundle marketing with the new Print Bundles feature – allowing labs to up their average sale, while offering customers a perceived value. Labs can define each Print Bundle to include a set quantity of up to four different print sizes.



- **Print Review Screen.** Never chop a head on an 8x10 again! There's no sense trying to explain aspect ratios to customers, so we show them! The new Print Review screen shows customers exactly what print they will get for each photo and size they have ordered. And, if they don't like how their picture happens to fit on the paper, they can adjust it right there.



- **Folio Branding.** The new Folio Branding engine gives labs a powerful system to easily customize creative products with their own logo or other marketing graphic (advertisements, coupons, barcodes, etc.) Add your logo via the Setup Wizard to the back of your greeting cards, or to the last page of your photo books...so everyone oohing and aahhhing at the printed product will know exactly where they can get one too.

- **Discounts & Promotions.** The APM's promotion system has been significantly expanded to give retailers ultimate discounting control. Automatic discounts (no coupon code required) are now available on the APM, and if the customer qualifies for multiple promotions the APM will evaluate each one and automatically apply the greatest resulting discount for the customer. Repeatable "Buy One Get One" promotions (and all "Buy X Get Y" varieties) are also now available. With these additions and others, the APM can now support virtually every discount type that can be created and remotely managed via Lab 50.
- **DNP Printer Support.** Two new PrintServer print drivers for Dai Nippon printer support. The *DNP Driver* provides direct support for the DS-40 and DS-80 dye-sub printers and the *Print Turbine* driver provides support for submitting orders to DNP's print management workstation software.
- **Premium Content.** Have a special line of template designs you want to highlight, but at a higher cost? No problem, the "premium content" feature will let you add on that extra charge.
- **Windows 7 Support.** APM v7.5 is now fully compatible with the latest operating systems and hardware, including Windows 7 and 64-bit systems. For improved security, the APM no longer requires that it be run from an account with administrator privileges.

APM 7.5: Improvements

- **New Products.** Several new product sizes have been introduced:
 - **Noritsu Perfect Bind Products** - 6x6, 8x8, 10x8, 11x8.5, A4 & covers for these sizes
 - **Panoramic Print Sizes** - 5x23, 5x33, 8x14, 8x20.5
 - **12x12 Calendars**
- **Creative Content.** APM 7.5 was designed to take full advantage of the new 2010.1 Creative Content release, which includes:
 - Free-Form Layouts support for most photo books, calendars, posters and banners.
 - "Starts with" monthly calendars
 - Additional calendar product sizes
 - Significantly smaller overall hard drive footprint
 - See the release notes included in the 2010.1 package for a full listing of updates, fixes and new products.
- **Browse by Occasion for Gifts.** The Browse by Occasion option on the Product Selection screen will now include gift products in the search results for a given occasion.

- **Resolution Warning.** Multi-select thumbnail mode, introduced in APM v7, now detects images not meeting the minimum suggested resolution requirements and warns customers as they select prints.
- **Lab 50 Pricing Integration for Gifts.** Lab 50 Pricing integration (which enables labs to control their APM product pricing directly from their central Lab 50 station) now includes support for gift products.
- **Change Styles.** Customers can now choose to change styles from the Folio Preview screen, without having to abort the product or order and start over from the beginning of the workflow.
- **Panoramic Print Sizes.** Print sizes have been added to the existing print options to capture sales from the new batch of digital cameras that showcase Panoramic capabilities.
- **Unlimited Folio and Print Products.** Limitations on the maximum number of print and folio products per fulfillment have been completely removed.
- **Product Searching & Sorting.** The Setup Wizard now features sorting by product name, product ID, and product size to help streamline setup and configuration by making it easier to find the product you're looking for. Also several dialogs have been expanded or horizontal scrollbars added to allow for full viewing of long product names and codes. The Add Product screen also now supports searching by product ID.
- **Automatically Expiring Content.** The Folio engine now supports creative content being tagged with sets of "effective dates" – start and end dates that enable and disable the content on the kiosk automatically. For example, Valentines cards could be set to only appear on the kiosk from Jan. 20th – Feb. 20th every year. Or, content that is no longer relevant can be set to expire permanently after a given date, such as Graduation 2010 cards.
- **New Scanners.** Support for several additional flatbed scanner models has been added:
 - Epson 4490
 - Epson V200
 - Canon 8800F
- **Improved TWAIN.** The scanning engine used by the APM has been improved to scan faster, support additional scanners, and resolve a number of manufacturer-specific issues.

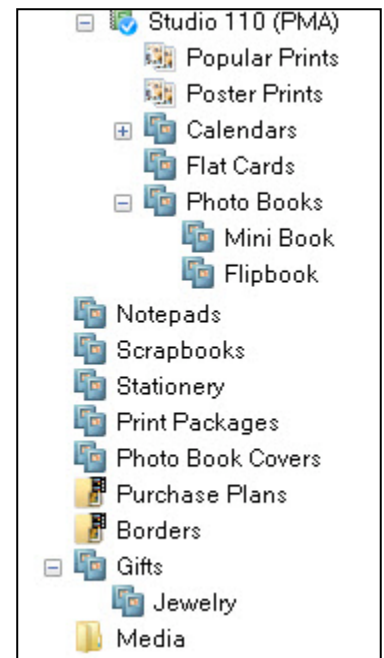
- **Backprint Macro.** By popular demand, a macro for a product “format name” (as set in the apmconfig_printstation.xml file) has been added to the available backprint options.
- **Content Testing.** Labs that have been through Lucidiom’s content training class and design their own custom Folio content know how helpful the APM’s “content_testing” mode can be. APM 7.5 significantly expands the information shown in this mode, to make content testing and debugging even easier.

APM 7.5: Bug Fixes

- When displaying a range of prices for a subgroup, the Product Selection screen will now only consider products within the currently selected fulfillment.
- Addressed DVD size setting to allow full use of discs for Image DVD products.
- Fixed Rendering output for 8x24 Banner and 30x20 Poster products.
- Fixed DKS interface settings to save the priority attribute to the order output.
- Improved Index Print pricing when the product is output on something other than 4x6.
- Fixed back-printing output on the Noritsu DPOF interface.
- Removed duplicate images on Image CDs and DVDs in instances where a photo is selected for multiple print sizes.
- Fixed link provided in email sent when customer upload their photos from the APM and share the album to friends.
- Addressed issue with long email addresses generating invalid account nicknames when joining a membership plan from the APM.
- Resolved issue with auto-enhancement adjustments being reset for an order when choosing to edit a product from the shopping cart.
- The Web Upload collection settings are no longer reset whilst traversing back and forth within the web upload workflow.
- Corrected the behavior when a series of explicitly quantity value steps is set in the SetupWizard for Folio folded cards.
- Improved red-eye removal display in the Folio workflow.
- Addressed issue with two fonts appearing identical in the Add Text and Folio workflows.
- Changed the Reprint Order screen to sort orders from newest to oldest.
- And many more...

Lab 50 7.5: The New Features

- **Folio Rendering Support***. Lab 50 now supports the APM's Folio Creative Content format and can render products ordered in the Folio format (from Photo Finale v7.0 or higher). Rendering is done using a powerful new application in the Lab 50 suite – FolioServer. With a single content format supported across the APM, Photo Finale and Lab 50, labs can now offer the exact same products in-store and online. FolioServer also fully supports the new Folio Branding engine, allowing labs to easily customize creative products with their own logo or other marketing graphic (advertisements, coupons, barcodes, etc.).
- **Product Categorization***. The Product Catalog system has been enhanced with full support for hierarchical categories. Products can now be organized into multiple sub-levels to improve the shopping experience, as was introduced in APM version 7.0. For example, Photo Books > Hard Cover > 11x8.5. Each category features an identifying preview image that may be selected from Lab 50's stock set to match your kiosk, or a custom-uploaded image. Lab 50 also supports sorting the items within a category.
- **Coupon Campaigns***. The new Coupon Campaigns feature in Lab 50 introduces a rich, one-time-use coupon system to enhance labs' ability to promote to their customers. For example, a lab could offer a unique coupon for a free photo book to every customer that purchases a camera in-store. Campaigns can be used for situations requiring only a small handful of unique coupons, all the way up to large-scale promotions with tens of thousands of unique codes. Randomized codes can be generated directly in Lab 50, or labs can import their own external list.
- **Windows 7 and 64-bit Compatibility**. Lab 50 is now fully compatible with the latest operating systems and hardware, with Windows 7 and 64-bit compatibility. Lab 50 does require elevated privileges to run on Windows 7.



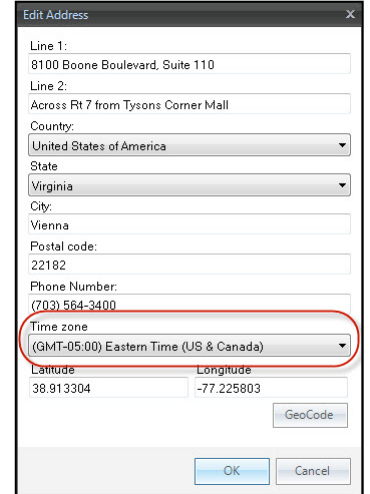
Lab 50 7.5: Improvements & Fixes

- **Importing Product Catalogs.** You can now set up a Product Catalog by importing directly from a Lucidiom template or a 3rd-party supplier catalog to save significant setup time. The catalog folder hierarchy, preview images, products, and initial pricing will be copied over.
- **Bundle Print Support.** Lab 50 can import and process orders from APM v7.5 that contain new bundle print products.
- **Discounts & Promotions Management.** The Store Management > Product Discounts & Promotions screen has been reorganized and improved. The product lists now include product IDs in addition to the product name to make it easier to identify the correct product.
- **Multiple Tax Rates.** Lab 50 can now support applying multiple tax rules to the same order, such as a national sales tax as well as a provincial tax.
- **Print Surface.** Changing the print surface (glossy/matte) for an order has been moved into the Print dialog to make it easier to access.
- **DNP Printer Support.** Two new PrintServer print drivers for Dai Nippon printer support. The *DNP Driver* provider direct support for the DS-40 and DS-80 dye-sub printers and the *Print Turbine* driver provides support for submitting orders to DNP's print management workstation software.
- **Back Lab Burner Improvements.** BLB features improved handling for burning Image DVDs and orders with multiple quantities of DVD Cinema discs.
- **Browse for Products Dialog.** The Browse for Products dialog, shown when you are adding products to a Product Catalog, now includes the product IDs in addition to the product name, type, and price.
- **Brand Settings Management.** The Store Management > Brand Settings and Logos screen has been improved with several fields consolidated and outdated fields removed.
- **Product Catalog Administration.** Occasional issues with deleting categories, as well as entire product catalogs, have been addressed.
- **Email Macros***. Additional macros are available for formatting customer email messages.

Online Documentation

Dive into the new features, brush up on existing ones and more with our new online documentation wiki, featuring user's manuals, printer interface guides, part replacement instructions, and knowledge base articles. Visit wiki.lucidiom.com today!

- **Kiosk-Fulfilled Products.** An issue has been fixed where products that had already been fulfilled at the kiosk (such as an Image CD or Web Upload) would still be shown in the Lab 50 Print dialog.
- **Featured Products & Occasions*.** Support for configuring the featured products and occasions displayed on a lab's Photo Finale v7 site is now available through the Store Management > Application Settings screen.
- **Customer Report.** The Registered Members report (available in Store Management > Reports) has been expanded to include a number of additional fields: zip/postal code, country, phone, email, marketing opt-in, date joined, last login, and most recent order.
- **Time Zone Support*.** Lab 50 now supports time zone settings for the dealer account and each store location, which allows customer emails (e.g. "Order Ready") to be sent with the correct local time.
- **APM Suite.** The Hardware Attendant, RemoteUpdate, and Dispatcher applications from the APM suite are now included as part of the Lab 50 suite for improved support and diagnostics.
- **Content Tags.** The Product Catalog grid now displays a tag to indicate which products have Photo Finale creative content attached, and whether that content is in the old format suitable for PF Web 6.x (blue tag) or in the new Folio format suitable for PF Web 7.x (green tag).
- **Print Driver Improvements & Fixes.** Added a format_name macro for backprinting. Addressed an issue with back-printing output on the Noritsu DPOF interface. Fixed the DKS interface to properly save order priority attributes.



The screenshot shows a dialog box titled "Edit Address" with the following fields: Line 1 (8100 Boone Boulevard, Suite 110), Line 2 (Across Rt 7 from Tysons Corner Mall), Country (United States of America), State (Virginia), City (Vienna), Postal code (22182), Phone Number (703) 564-3400, Time zone ((GMT-05:00) Eastern Time (US & Canada)), Latitude (38.913304), and Longitude (-77.225803). There are "GeoCode", "OK", and "Cancel" buttons at the bottom.

* Feature that requires Photo Finale v7.0 or higher.

Coming Soon!

- Keep on the lookout! The **2010.2 Creative Content** release is just around the corner, with:
 - **New Banners**
 - **New Calendars**
 - New sizes: 6x8, 8x10, 8.5x11, 8x12, 12x18, A4, and A5 Portrait Simplex
 - Monthly "Starts with" Calendars for 2011
 - **And more!**