

# Information for IPI MSP Members

IPI (Independent Photo Imagers) is a member network/trade association/cooperative buying group in the photo and print industry. As part of their MSP marketing communications program, IPI designs content for use on the Photo Finale platform. If you are not a member, or are a member but not using their MSP, we recommend you check it out. They provide beautiful, professional design batches a few times a year for the most popular holidays, themes and products. They also work with us to develop new products and help you with sourcing and marketing some cool new stuff. <https://www.ipipphoto.com> IPI members also enjoy specials and promos from Photo Finale—ask your sales rep for details.

## **IPI Content on the kiosk.**

We used to supply installers so that templates could be installed on the local kiosk hard drive. We have discontinued these installers in favor of a cloud-based system. Essentially, the kiosk now uses "PF@Kiosk" to pull in the creative product catalog from your website. This helps clear tons of space on your kiosk hard drive, and alleviates the headache of downloading and running installers on your fleet. It also makes setup super easy, because it's one setup to do, and a setting or two on the kiosk, and you're in business. Using PF@Kiosk means you have the same products in-store as you do online, so no more customer confusion. And, you can offer all the same great third party fulfilled products you do online, from your kiosk. Details about PF@Kiosk: <https://wiki.photofinale.com/x/HIAQB>

## **IPI Content on your website and app.**

When you start a site with us, we will ask if you are IPI MSP so we can add the right products to your site. When you want to add more, or when IPI introduces some hot new photo product, you can add the stuff yourself. If you are familiar with our system, the short version is: just add the "IPI Content" version of the product from myLab.

If you need more details on what in the world that means, this page details How to add IPI Content to your website: <https://wiki.photofinale.com/x/KgCfBg>

And, [support@photofinale.com](mailto:support@photofinale.com) is here for you if you need any assistance or have questions!