Avanquest Software to introduce the new version of SendPhotos at the *photokina* show in Cologne, September 21-26, 2010

The complete solution for sharing, creating, storing and now printing photobooks for the general public, as well as for OEM, ISP and content-provider partners, will be presented at stand F021 in hall 4.1

Avanquest Software, the developer and publisher of software for consumers, companies and OEM partners, announced that the new version of SendPhotos, the solution for sharing, storing, creating and printing photos, photobooks and calendars, will be introduced at the *photokina* show in Cologne.

Visitors will discover new aspects both in terms of products offered and technological advances at the Avanquest stand.

After a successful public beta-test, SendPhotos has evolved considerably in order to better meet user needs. The 40,000 beta-testers were invaluable for the development of the new functions. For example, a complete photobook creation module was added in order to respond to the community's wishes.

AN ULTRA-COMPLETE TOOL FOR CREATING PHOTOBOOKS

This was designed to facilitate the creation, sharing and printing of photo products.

Creating photobooks is **extremely simple**, **user-friendly and fast** (a photobook can be designed in 15 minutes flat and with just a few clicks) and features **unsurpassed personalization tools.**

SHARING PHOTOS IS EASIER

Sharing digital memories has always been the core idea behind SendPhotos, but this has evolved substantially to also allow the **sharing of finished printed products**.

You can send your photobook to your SendPhotos contacts, and decide whether to give them the right to personalize or print it. Now it is also possible to **design these projects collaboratively,** without exchanging images in advance. The first feedback, especially for wedding and travel photobooks, has been extremely positive.

A COMMUNITY IS BORN

SendPhotos **has enhanced its community aspect** with more detailed contact management for sharing images and creations, and the addition of a comments system, while taking great care to ensure the **confidentiality and security of everyone's photos**.

The gateways between SendPhotos and the main community sites (*Facebook, MySpace, Picasa*…) have been maintained in order to ensure smooth content transition.

New SendPhotos mobile applications are being developed and will soon be available for *iPhone*, *iPad*, *Android*, *Windows 7* and *Blackberry*. They will complement the solution, **which is completely online and hence already multiplatform**.

Avanquest Software has signed partnership deals on both side of the Atlantic with printers specializing in photo products to ensure its customers of the best quality, prices and printing times for photobooks, posters, calendars, photo editions, postcards, etc.
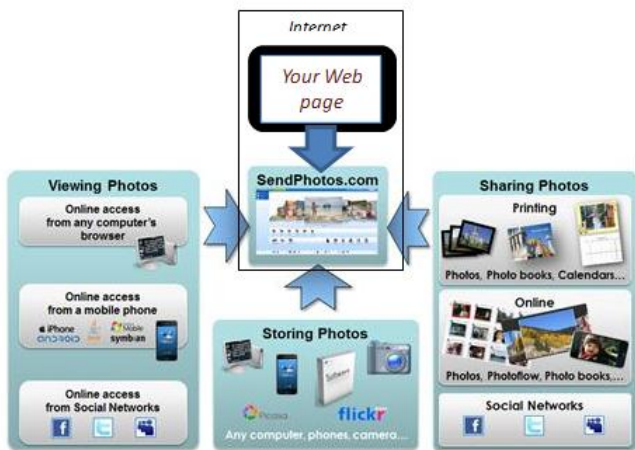
A REVOLUTIONARY PHOTO-IMPORTING TECHNOLOGY

Special efforts were also applied to what is today the main stumbling block in creating photo works on the Internet: **the time it takes to upload images.**

A unique module was developed to make what was previously cumbersome and laborious smooth and immediate. Now, as soon as the user starts to upload his images, and before the upload is complete, **the system generates thumbnails and lets you get to work** on a project, while the **file uploading continues in the background, completely transparently.**

This technology, a SendPhotos exclusive, **truly revolutionizes the creation of photo works on the Internet** and will be introduced at the *photokina* show at the Avanquest Software stand.

A MODULE APPROACH FOR OEM PARTNERS

SendPhotos was designed to be **flexible and modular** to enable Avanquest to provide turnkey solutions adapted to the needs of photo professionals, content providers, hardware manufacturers and ISPs.

The various modules (uploading, printing, mobile, etc.) can be **completely customized to meet partner needs,** were designed to be easily localized in all languages, and allow everyone to utilize Avanquest SendPhotos technology for all projects involving the creation, printing and sharing of photos.

A GLOBAL DYNAMIC

The launch of this new version of SendPhotos is part of **a global dynamic** for Avanquest of positioning itself as a major actor in providing software services to generate **recurring revenue**. Offered directly in Europe and the United States under the SendPhotos.com name, **Avanquest's technology is also accessible to the group's partners as a generic trademark either complete or in specialized applications packages.**

It is especially well-suited to the needs of the photo market – printing sites, manufacturers of cameras, photo frames, optics, printers, memory cards or specialized papers, as well as for everyone for whom the photo is a special medium for souvenirs, tour operators, wedding planners, etc. Content suppliers and ISPs will also be interested by the opportunities for traffic, complementary services and revenue.

SendPhotos.com will also be the platform for sharing content, and especially photos, for the other software marketed by Avanquest worldwide, and for the future *Photo Explosion*, *Print Artist* as well as for solutions for saving and restoring images and content.

Visit us at the show for a complete demonstration of the world of SendPhotos (www.sendphotos.com).

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