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Dakis to premiere pro photo product at PMA

07 Jun 2011

Independent Photo Supplies (IPS) will launch the new Dakis 'Pro Event' solution at this month's PMA Imaging & Entertainment Expo in Sydney.

IPS national sales and marketing manager Bruno Polito told *PIN Online* that the new option – to be shown for the first time in the world at the PMA show - complements the current suite of online photo solutions which includes Photominator online photo ordering, along with the FaceBook connect feature, Photo Factory photo gifting module and the in-store Photo Kiosk.

"Dakis is committed to working with Australian and New Zealand retailers," said Dakis customer relationship manager, Patrice Hugron. "Local retailers have the chance to be among the first to have a look at this new product which allows studios and event photographers to showcase their photo gallery online to generate new business and add-on sales."

Patrice Hugron and Dakis Inc. president and CEO Philippe Hugron will attend the PMA show (Sydney Convention & Exhibition Centre, June 24 to 26) for the launch of 'Pro Event'.



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