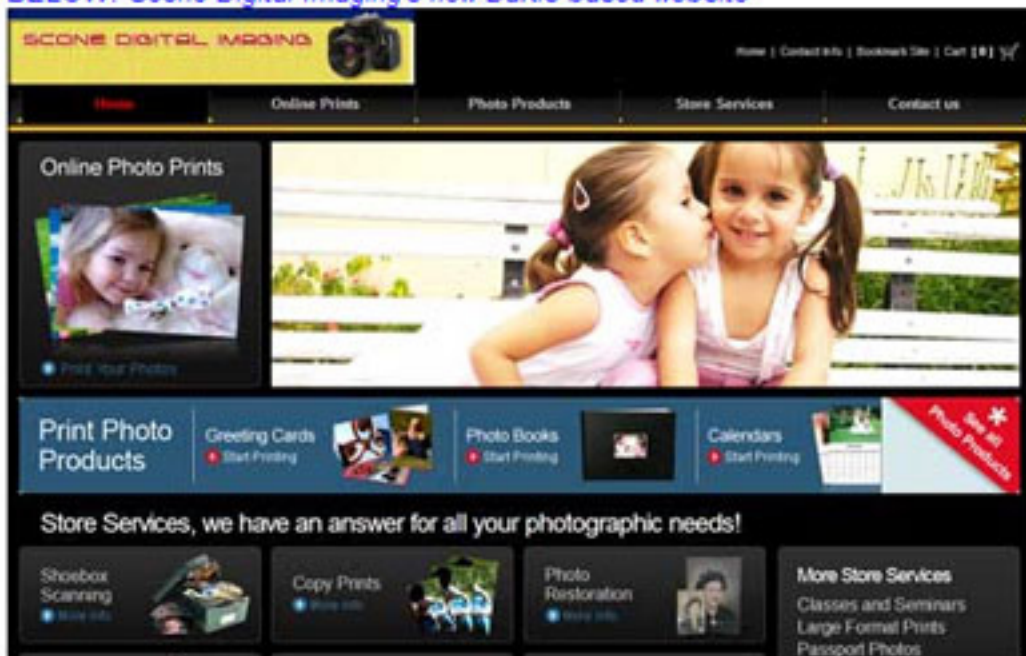


Retail Issues

FEATURED PRODUCT: DAKIS \$5 WEBSITE OFFER EXTENDED

Hurry! The already extended, obligation-free trial and low cost sign-up offer to Dakis On-line Printing and web-store solutions, ends September 10. There's never been a better time to sign up to Dakis.

BELOW: Score Digital Imaging's new Dakis-based website



As a true independent supplier to photo specialty retailers, Independent Photographic Supplies (IPS) is able to search for, source and supply the world's 'Best Brands in Imaging' in a range of categories.

The Dakis range of online printing, gifting, in-store photo-kiosk and e-commerce 'WebStore' software solutions is the latest addition to the IPS stable of 'Best Brands'.

Dakis Software adopts a building block approach to developing a professional web presence. This means starting small and growing large! The online services software allows any consumer to log onto their photo retailers' website and upload their camera's images for printing in-store, with online payment via Paypal and pick up instore, with a home delivery option.

To truly partner with and strengthen the business of the independent photo retailer, the IPS Dakis solution is competitively-priced and does not lock the user into long term contracts. And unlike some competitors' offerings, Dakis online and in-store kiosk software solutions do not hijack the retailer's customer database; your customer records are the lifeblood of your business. With Dakis, those customers remain yours - and yours alone.

Dakis can provide everything from a simple web presence, to websites with online photo printing and/or photo gifts, all the way through to a fully maintained, online 'virtual warehouse' for digital cameras, accessories and related imaging products.

The website can even allow your customers to perform sophisticated product comparisons, and can generate add-on sales through a comprehensive listing of related accessories for the respective digital camera being considered. The world of online print, gift, and digital camera and accessory sales has never been more accessible or affordable - thanks to DAKIS and IPS - It's no wonder that Dakis was one of the Hot Picks for PMA Melbourne 2010.

'The customer interface is the best in the market.'
- Photo Barn, VIC - Ken Salmon

'It's everything we've been looking for, for years - both on-line and in-store'
- Fotofast, QLD - Phil Gresham

'We have been amazed not only by the frequency, but also the volume of online orders coming through... we're now eagerly anticipating a busy Christmas'
- Sandra Veale, Photo Plus Holdings, Wellington, NZ

Please [click through to our website](#) for our \$5.00 Website special offer. But hurry - it ends on August 31!

Photo Counter Best Shots



Graeme Carleton (Canon Australia)

Work in the photo industry? [Click here](#) to submit your Best Shots.

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For special wholesale rates on Photo Review magazine and digital photography pocket guides please contact Pauline on (02) 9948 8600 or pshuttleworth@photocounter.com.



FEATURED PRODUCT: DAKIS \$5 WEBSITE OFFER EXTENDED!



The world of online printing, gifting, and digital camera and accessory sales has never been more accessible or affordable with DAKIS and IPS. [Click through](#) for more details and special offer. [View article](#)

Photo Counter Poll

Would you be comfortable with a leading supplier competing for online sales:

- Yes
- No
- Only if they sold at RRP
- Don't know

Vote Now

View Results



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Walk with me. Inspire me.

RICOH
PHOTOGRAPHICS

• Sigma 10-20mm 3.5 DC EXDC HSM.

ULTRA WIDE, ULTRA WOW



Wide-angle - with constant f3.5 aperture.

SIGMA
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