



## IPI adds LifePics to the mix

December 8, 2011

Lifepics and Independent Photo Imagers have announced that IPI membership now includes participation in the LifePics Network.

This added value membership benefit provides IPI members the opportunity to participate and receive customer orders online or through LifePics mobile apps and software integrations via the LifePics OPEN Program and IPI's proprietary and private branded iPhone and iPad ordering app, 4EverPics.

This creates a curious set of linkages in Australia and New Zealand, where LifePics is partnered by Photo Direct, while Independent Photo (IPS) is both local representative of IPI and Lifepics' main competitor, Dakis!

As Pauline Hanson once asked, 'Please explayeen?'

'I guess that this just goes to prove that the IPI International Marketing Group is a "broad church" for the independent photo specialty retailers of Australia and New Zealand,' said IPI managing director, Stuart Holmes.

'IPI is "non-denominational" in its application to existing banners like Kodak Express, Camera House – and in fact all other independents.

'As an IPI International Marketing Group member, photo specialty retailers have access to a vast array of high quality photographic printing templates for all photo opportunity occasions throughout the year, available on various online & kiosk systems like Dakis e-Commerce Systems, Lucidiom and LifePics, thereby offering the specialist real choice!

The LifePics-powered IPI 4EverPics app allows consumers to order prints from wallet size to 11x14 from any IPI retailer using their iPhone or iPad. Users can search for the most convenient IPI retailer based on a zip code or GPS search. The app allows people to order prints on the go, and pick up the prints in about an hour in many cases.

'iPhone and iPad users will enjoy the free and



— To celebrate the announcement that IPI membership now includes participation in the LifePics network, Photo Direct doubled the door prize at last week's Queensland PMA Christmas function by donating a one year subscription to the LifePics online service.



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**PX RICOH PX**

easy-to-use ordering apps, and consumers in general will appreciate the added retail locations that our partnership with IPI offers." said Vahe Christianian, VP of Sales and Business Development at LifePics.



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