



### Pro Counter

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Chris Gonzalez (Enticed Photography)

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### World launch of pro gallery software at PMA

June 8, 2011: Dakis and its Australian/NZ partner Independent Photo (IPS) will be launching the new Dakis 'Pro Event' solution at the PMA Imaging and Entertainment exhibition at Darling Harbour, June 24 – 26, with the two principals of Dakis visiting from Canada to attend the launch.

The new option – to be shown for the first time in the world at the Sydney event - complements the current suite of online photo solutions which includes Photominator online photo ordering, along with the FaceBook connect feature, the Photo Factory photo gifting module and the in-store Photo Kiosk.



Dakis software provides photo specialty retailers with a complete offering to retain and grow their business with both professional clientele and retail customers alike, covering online printing, gifting, in-store photo kiosk and e-Commerce 'WebStore' software - which enables photo retailers to offer a range of photographic hardware online in addition to print services - and now the Pro Event professional gallery option.

'As I mentioned in March when we launched our Facebook connect feature, Dakis is committed to working with Australian and New Zealand retailers,' said Dakis customer relationship manager, Patrice Hugron.

'We are launching Dakis' new Pro Event solution worldwide at PMA Australia 2011 in Sydney. 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,' said Mr Hugron,

Philippe Hugron (President & CEO - Dakis Inc.) and Patrice Hugron will be on the IPS Stand (#437) during the show and will lead regular demonstrations of the Dakis software suite. They are both keen to speak with local retailers to better understand the local market and discuss the benefits and low cost of the Dakis system.

The Pro Event solution will be highlighted on the Independent Photo Supplies (IPS) stand, #437, along with Dakis' complete portfolio of photo, website and eCommerce WebStore solutions.

'These are very exciting time for our clients and Dakis, more thrilling when you consider that we are progressively rolling out Dakis' next generation of solutions throughout this summer,' Mr Hugron added.

See: <https://www.iphoto.net.au/dakis.aspx>

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