



**Australian Photographic
Engineering
*presents***

Lucidiom APM2700 Photo Kiosk.

--- Create • Print • Share ---

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The APM Software is full of features customers love. With essential features like red eye fix, aspect-correct cropping and image enhancement, customers can make their photos perfect. With fun features like adding text or colored borders to any photo, they are able to make their photos truly unique.



Cropping: An aspect correct cropping tool that lets customers fine-tune their photos. Retailers can select from three cropping methods, to offer the one that is right for their customers and market.



Red Eye Correction: Correct red eyes with the touch of a button. Both auto-fix red eye and manual-fix red eye are available.

An option to automatically apply red eye correction to all photos is also available.



Image Enhancement: The retailer may set the APM to offer auto options, including auto-enhancement, black & white, sepia tone and/or offer manual options that allow customers to adjust the RGB values, brightness and contrast of photos. An option to automatically apply image enhancement to all photos allows customers to apply brightening/sharpening to all photos without editing every photo.



Add Borders: Customers can choose to add a white border to all photos. They also can add a colored border on a photo-by-photo basis.



Add Text to Photo: Customers can type text onto a photo, apply a background and choose from a number of text styles and colors.



Image CD and Index Prints: Both Image CD and Index Print products are great add-ons to a customer's print order. The Image

CD archives all the images on the media and the Index Print provides a quick reference for any images ordered. The retailer has the choice to price each product with a flat fee, or to charge per quantity needed.

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The APM (Automated Photo Machine) is a self-service digital photo kiosk where your customers can order, edit and print high-quality photo products from their digital images. Lucidiom offers a variety of countertop and standing kiosk models that are suitable for any retail environment.

Proven to reduce costs and increase revenue, all of our APMs offer tangible and compelling benefits to retailers that want to improve their customers' experiences, and keep them coming back year after year.

All Lucidiom APMs are:

- Easy to Use
- Print to Any Printer
- Have a Quick Order Workflow
- Offer Numerous Customization Options

The open branding possibilities of the APM photo kiosk allow retailers to truly present the APM as their own kiosk. Whether you have a fully-staffed photo department or place self-service kiosks on your sales floor, the photo category should differentiate your chain to your customers. Customers determine a return-trip to a retail store based on the experience that reinforces the store brand

Work Faster, Smarter for More Profits!

Lucidiom helps you work smarter and faster so you can enlarge your product offerings and boost your profits. The APM software lets you manage all your kiosks online from any location and handle every business need:

- **Business Analysis:** Know how your APMs are performing, what your customers prefer, and how to chart your success.
- **Workflow, Pricing & Printing:** Manage store workflows and fulfillment, creating premium and standard fulfillment orders for your customers. You set the price for your products with tiered pricing for each fulfillment type. APM Order Agent allows you to print photos to any Print Station or store.
- **Marketing & Branding:** Create promotional packages and customer coupons. Brand the screen on your APMs to match your store's style.
- **Cross-Promotional Selling:** Lucidiom's APM Network interfaces with PowerLab, Unique Business Systems' lab management software. Photo labs with both licenses can expand the marketing of all their services through the APM and use it as a self-checkout terminal for other customer orders.
- **Customer Simplicity:** Our APMs support every digital media type and incorporate Bluetooth and infrared technology for easy camera-phone support.
- **Beyond 4x6 Prints:** Add passport photos, package prints, scanning, gifts and other consumer product options to your APMs.

Photofinishers face daunting challenges in today's changing economy. Film profits are not what they used to be and the pressure to cut costs and to offer a variety of products just to remain competitive is at the forefront of owners' minds.

The Lucidiom APM works with your business. What does that mean?

- The kiosks can connect to your existing printer. Even though digital is replacing film as the preferred format, people are still taking pictures. Prints are still a viable business. So are enlargements. So are a wide-variety of photo gifts and digital image products.
- Offer YOUR fulfillment services. Do you offer a 1-hour service at a premium? Do you want to offer instant prints AND overnight service? Do you want to have your kiosk at one location and your printer at another? With the flexibility of Lucidiom's kiosk solutions, you can have it your way. Photo services represent one of the highest margin product lines and can help best represent your chain position in the market. Whether you have a fully-staffed photo department or place self-service kiosks on your sales floor, the photo category should differentiate your store to your customers. Customers determine a return-trip to a retail store based on the experience that reinforces the store brand. The Lucidiom kiosk program is all about your store brand and how you relate that to your customers. Let Lucidiom build a kiosk experience that is fun and exciting for your customers and boosts your profit margins.
- Expansion opportunities! It is hard to keep up with all the new digital products. The APM kiosk make it easy. Use the APM to add a digital frame for the local high school graduation. For you, it's a simple 5x7 print. For your local photographer or proud parents, it's a customized treasure they can't get anywhere else. Add a kiosk to your line-up and tap into the creativity of your customers. For you, a simple kiosk order is now an easy enlargement and frame sale, for your customers, it's a beautiful Layout for their scrapbook or a unique, framed piece of Wall Art.

