

What is Groopix?

Groopix is a new consumer internet service designed to enable groups to collect and organize photos online, and to produce high-quality durable keepsakes from them.

The service has been further configured to become quickly integrated with existing Web communities that wish to add this capability and additional revenue stream. In addition to its advanced, easy-to-use, flexible photobook editing tools, Groopix offers a full administrative console to provide its partners with unprecedented control over the user experience and book configuration.

Groups vs. Individuals

Today's popular photo sharing services (e.g., Shutterfly, Kodak, Flickr) were designed and built to service the needs of individual photography enthusiasts. However, these services do not address the specific needs of groups:

- A common place for multiple photographers to upload and organize their photos.
- Support for comment threads plus a wiki-style narrative that can be incorporated into the group's photobooks.
- A collaborative approach to book creation, leveraging the creative talents of the few.

Photobooks are the fastest growing segment in digital photography, despite the fact that they are labor-intensive and are created by a small minority of users.

By taking a group approach, Groopix takes the creative efforts of one member and lets the others "remix" that book to suit their particular needs. It effectively removes 90% of the effort of creating rewarding keepsakes for 90% of its users. This multiplies the number of books purchased.

In addition, its invitation mechanism delivers a Facebook-like growth profile as users are aggregated around their shared experiences.



Benefits for Partners

Groopix was designed to be extremely partner-friendly and easy to integrate.

- **Customer ownership.** Partners do not have to worry about losing ownership of their customers – Groopix will not aggregate its partners' users.
- **New revenue stream.** Photobooks are a high margin product, with excellent per-user revenue yields.
- **Network effect.** By adding Groopix to their online communities, partners accelerate the pace of new user registrations.
 - **Book templates.** Partners can create custom book templates that pre-populate books with their own content. Pages can be branded, professional images can be included, even entire promotional pages can be inserted into their books.
 - **Asset protection.** Proprietary digital assets can be secured so that users cannot download or alter them.
- **Advanced administration.** Independent and complete control over book types, options, page layouts, backgrounds, fonts, photo borders, book themes and pricing. User management and messaging tools. All without the need for technical staff.
- **Scalability.** Groopix is hosted on Amazon's EC2 (Elastic Compute Cloud) and S3 (Simple Storage Service) so that it can handle large-scale user bases on-demand.
- **Turnkey implementation.** Support for partner CSS styling, URL consistency and workflow integration.

Contact Us

If you want to add Groopix to your online community, call or email us. Phone 650.722.2240 or email steve@groopix-inc.com.