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Pictage Launches New Service Plans

Back in September, Pictage began testing three new service plan options, designed to help our clients increase their marketing opportunities as part of their partnership with us.

Pictage service plans strategically combine varying levels of cutting-edge online tools, exceptional products, special discounts and quality customer service to meet the growing and diverse business needs of today's photographer industry.

After three months, we've seen amazing results, with more and more new customers joining the Pictage community. Now, we are ready to roll them out to our existing customers, beginning immediately.

Pictage service plans are segmented into three categories: Basic, Plus and Pro. Our Basic Plan is a fantastic and economical option for photographers who may be new to the industry and looking to enhance their technical and marketing skills effortlessly.

The Plus and Pro Plans offer varying levels of tools and options aimed at the more experienced photographers who need to meet the higher demands of their growing customer base. All service plans include a specific number of monthly digital uploads, access to Pictage's signature online album design tool, a WeddingChannel.com studio listing and membership to our popular Photographer Forum. **For more info, check out this thread on the Pictage Forum.**

In the Spotlight: A Look Back at 2004

By: Jeff Hyman
Associate Editor

When I took over the responsibility of writing the "In the Spotlight" column back in early January 2004, I never expected to come across such a diverse range of vibrant personalities. Over the past twelve months, I have had the privilege of meeting single parents, entrepreneurs, mentors and hometown celebrities. I've talked with photographers who inspire other photographers, and artists who simply love what they do. My conversation with each photographer felt more like a dialogue between friends. And

when I wasn't asking questions or writing in my notepad; I learned about the ups and downs of the "business" and why photography is such a labor of love.

It's truly been an eye-opening experience for me, and I personally thank all of the "Spotlight" photographers for offering their time and support.

Now, let's catch up with last year's "In the Spotlight" interviewees to see how their year was and what they hope to achieve in 2005.

(con't on Page 2)

INSTANT SAVINGS!

Refer a friend to Pictage and receive a \$150 proof product coupon.

Simply remind your friends to include your name in the referral section of the online Pictage application when signing up.

Spotlight in Review (con't from Page 1)

Michelle Walker

2004 was my first year shooting fully digital, and I loved it. Photographing digitally is like learning photography all over again; it allows me to be more creative and take more chances. I can shoot an image and make it infrared, cross-processed, super grainy or any other creative process I or my client likes.

Also, I now give my clients many more images than I did when shooting film—and they love it.



My biggest goal for 2005 is to increase my bottom-line. I will accomplish this by raising rates (to the \$6k - \$8k range), cutting costs (by using Pictage to post, proof and print my orders), and introducing new products for my clients to enjoy. For example, Pictage has introduced the Video Collage™ DVD, which I will begin offering next year.

Amanda Sudimack

In 2004, we've thankfully seen tremendous growth. Through our partnership with Pictage, we've been able to streamline our production workflow allowing us more time to focus on our unique album and design



services. As a result, we increased our album and design sales by more than 50% in 2004 thanks to the amazing Pictage customer service and ease of the entire Pictage system.

We have many plans for 2005 including a more aggressive national advertising campaign and a new and vastly improved web site. As always, we will continue to provide our clients with the same creative work and superior customer service our clients keep coming back for year after year. We're also focusing more energy on growing and marketing our growing "baby and family" portrait market in 2005.

David Jay

Over the last two years, my studio has focused on the process of shooting weddings and getting our



clients the products we had promised. Our business was growing slowly, but we didn't make any big strides until we realized that developing and nurturing relationships was as important to the whole picture as our pictures themselves!

We learned that this business, and probably most businesses, run on the intangibles. They are based on who we know and how we treat them.

In 2005, I hope to be able to help and encourage others in the same ways that I've been encouraged. As I mentioned last time, this is all a gift to me. I don't deserve any of it and I'm excited to be able to share my experiences with other photographers and help them find the same contentment and joy that I get from doing the work that I'm blessed to be able to do.

Heather Whiting

In 2004, I tripled my portrait clientele, making the focus of my business shift a little from weddings to portraits.

In 2005, I would like to increase both my portrait and wedding business. Additionally, I hope to at least double my clientele this year, along with my weddings; ideally I would like to shoot a modest 20 weddings this year.



Spotlight in Review (con't from Page 2)

David Salomone

The Studio photographers have made numerous developments in 2004 thanks in great part to the products and services offered by Pictage.

This year we have been able to take full advantage of the Pictage online viewing and ordering system and its inherent marketing genius by allowing thousands of guests to view our unique images.



This improved market presence has not only increased our average sale per event but has also led directly to acquiring new clients.

In 2005, we are looking forward to continuing this momentum by primarily focusing our marketing strategy, as well as, streamlining our workflow and further increasing our averages. In particular, we have found that our clients really enjoy the Watercolour Note Cards

and more recently there has been a great response to the Video Collage™ DVDs that are now being offered.

Katie Clark

We are looking for new experienced photographers to join the KCP staff in 2005; this is a great job for photographers who are relocating to Southern California and looking for immediate work.

In 2005, we are going to raise the bar a bit with a higher-end associate staff and a new marketing strategy that will sell the personality and unique style of the photographer more. We will also begin featuring their work on the walls of our studio.



A remodel of the studio is also happening that will make it more modern. Plus, I am starting a program that will train experienced film photographers to shoot digital by coming out on weddings with me and learning in the field. Finally, we plan on marketing Pictage custom pano designs for our albums and hope for these to be a standard in our high end packages eventually. I look forward to also having a few of the new Pictage Video Collage™ DVDs.

Pepper Nix

In the past year, I successfully opening another [photography] office in Orange County, and I'm looking at having half of all my wedding business come out of California in 2005 (the other half continuing to come from Salt Lake City and other Western states).

I will also be significantly expanding my family and portrait business in the coming months.

Since broadband has now surpassed the number of homes with dial-up access, I have fewer complaints from people who don't or can't understand how the Pictage system works.



That's been the biggest thing — the bugs that have been fixed, and all the firewalls Pictage has been able to work around from various workplaces across the US. That couldn't have been easy, but you guys did it.

Community Corner

By: Loren Scott
Director of Community Dev.

Since its launch just over four months ago, the **Pictage Forum** has proven very successful at bringing the Pictage partner community together. The peer-to-peer exchanges of tips and tricks for better use of Pictage products and services has been helpful — especially when questions asked by new members are answered by some of our Pictage "power-users."

In recognition of the assistance generously offered by those experts in our community, we are pleased to announce

the selection of the first five official Pictage Community Leaders:

- Brody Dezember
- David Jay
- Jerry Frazier
- Dane Sanders
- Saskia Marina

Their proven ability to help others on the Pictage Forum by sharing their expertise has not gone unnoticed. Thank you!

As the Forum community continues to grow, we will add additional Pictage Community Leaders.

New Faster Redo Process

By: Ariel Miguez
Chief Operating Officer

Pictage's Customer Service team is pleased to introduce an enhanced satisfaction guarantee and expedited Redo Process. Now, all Final Print orders will contain a packing slip that includes details about our new Redo Process, which is designed to make your ordering experience that much easier...

- When you want to redo your order, simply fill out the new, online Redo Request Form at <http://redo.pictage.com>, and will begin remaking your order immediately, and send it back to you via expedited shipping.
- Please note the "redo authorization number" stamped in red on the packing material your order comes in. Use this number on the online Redo Request Form to help us manage the quality and turnaround of your order.
- When you receive the redone prints, you will find an addressed return envelope. Please use it to send us your unwanted prints. If we do not receive the unwanted prints within 30 days we assume you want to keep both sets; we will charge your account for the second set.

Check out our upgraded Final Prints packaging too. It has a clean new design and offers an extra level of protection for your prints!

S2 & S3 Special!



Great news! Pictage has a limited supply of Fuji S2 and S3 cameras in stock and available to ship immediately. Pictage is offering the Fuji FinePix S2 for \$1499/ea and the Fuji FinePix S3 for \$2499+s/h.

To purchase your S2 or S3, e-mail help@pictage.com with your order request, including number of cameras desired and confirmation of shipping address. We will charge it to your Pictage account.

Latest and Greatest: Jan 05

By: Kelly Dery
Contributor

Pictage is proud to announce that our **Pictage-Designed Collage Albums** are now bound as an "All Panorama Style" Flush Mount Album with NO visible hinges and NO visible tape between the pages.

How Does it Work?

Easy! When you place an order, our design professionals will create a unique Flush Mount Album from your digital files. Simply upload your event to Pictage, and our designers will take your selected 50-100 images and create a gorgeous, 20-page (40 sides) layout.



When completed and approved by you and your clients right online, the pages will be *printed* and even *bound* in a handsome, glove leather book by one of our binding partners. We can send the final product to you or directly to your client.



To place an order for a Pictage-Designed Collage Album, complete the **Order Form**.

If you have any question regarding this product, please contact us at specialservices@pictage.com.

WALLY PICTO in... WINTER WEDDINGS

By R.Salazar



OK, SMILE!



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