

3P Print & Photo Publisher® Overview



Be.Beyond GmbH & CO
Siemensring 5
47877 Willich
Germany

Web www.online-print-creator.com
Email info@lead-print.com
Tel. +49 (0) 2154 4809-50
Fax +49 (0) 2154 4809-19

1STEIN GmbH
Finkenstr. 20
82319 Starnberg
Germany

Web www.codedcolor.com
Email hkuersten@1stein.de
Tel. +49 (0) 8151 5509-199
Fax +49 (0) 8151 5509-192

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1 Introduction

1.1 The Product

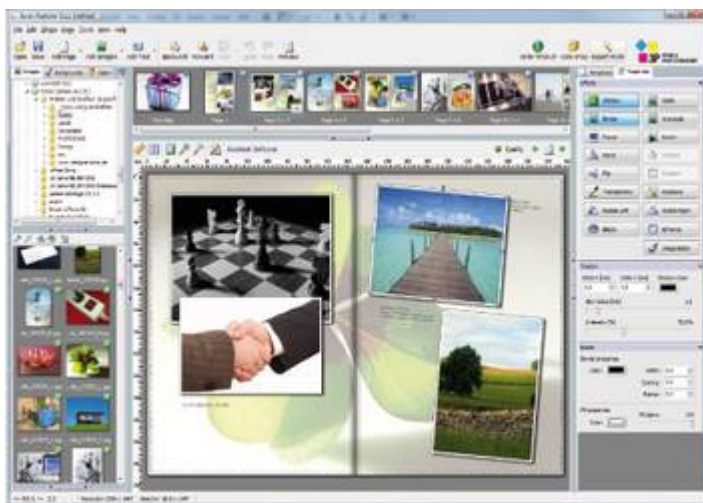
The **3P Print & Photo Publisher** software suite is the ultimate end to end photobook and print product solution, offering an award winning client desktop publisher, a platform independent online designer and a robust and flexible storefront & backoffice production suite.

The *3P Storefront & Backoffice* can look back on 10 years of experience on the market, and the powerful *3P Desktop Publisher* was developed and tested under the responsibility of KODAK. The software captures all customer order information and payment details using an integrated payment provider and then automates the production workflow for printing, finishing and delivery.

The workflow starts with the design of a print product through predefined product templates on the client PC, using a downloadable DTP application called the *3P Desktop Publisher*, or directly online through the *3P Online Designer*. After upload, the consumer is routed to the *3P Storefront*, where he can overlook his order and pay via integrated payment provider. This then triggers the production workflow for printing, finishing and delivery in the *3P Backoffice*.

1.2 The Market

The *3P Print & Photo Publisher* allows you to deliver additional services to new customers, while enhancing your product portfolio for existing clients. Targeted markets include:



- B2B (product catalogs, marketing material, business cards, etc.)
- Professional & amateur photography (model agencies, weddings, fine art, etc.)
- Schools, colleges and universities (yearbooks, calendars, tutorials, etc.)
- Tourism, sports, groups and clubs (events, photo albums, catalogs, etc.)
- Events, leisure and tourism (promotional material)
- Holidays and family events (greeting cards, invitations, etc.)

1.3 The Benefits

The software components are designed to guarantee a low cost route-2-market and high customer loyalty. You have full control over your business models, as 3P allows flexible branding of user interfaces and product templates. You can create your own product portfolio and software installer using the *Template Designer* and the *Setup-Wizard*, eliminating the need to pay us for additional services.

Photobooks and print products created and ordered by your clients cannot be processed by any other printer, photo lab or 3P licensee. All client files are password protected, and since fulfilled orders can only be reordered in your store, 3P ensures a high level of customer binding. This enables you to service important key accounts, knowing that their print requirements can be

fulfilled only by you. Statistics reveal, that approximately 70% of photo book purchasers are likely to return for more, leading to an expanding customer base for you as a printer, photo lab or online photo retailer.

2 The 3P Desktop Publisher

2.1 Layout and Design of the Print Product

The *3P Desktop Publisher* software can be used to design many different print products. The design is carried out by the customer on his own PC in offline mode. The application is intuitive to use, as it follows the Windows standards and requires no handbook. It provides an "Easy mode" with basic editing functions and controls, and an "Expert mode" with many more advanced features. The range of possible print products is unlimited. It includes photo books, photo calendars, photo cards, greeting cards, business papers and advertising material.

The workspace of the *3P Desktop Publisher* supports text frames, image frames and advanced elements such as curved text, boxes, arrows and clipart images. For text elements, the application provides an integrated Richtext editor. Images and text frames can not only be positioned freely, but also rotated and overlapped with transparency. Images can be cropped, edited, resized and enhanced with frames and shadows. Pages can have backgrounds with transparency. Here's a short overview of the application layout:



1. Add images, cliparts, page numbers, arrows, maps, webpage graphics
2. Multiple page layouts for any kind of print product, add individual templates
3. Expert/Easy mode shows/hides functions dependant on selected product

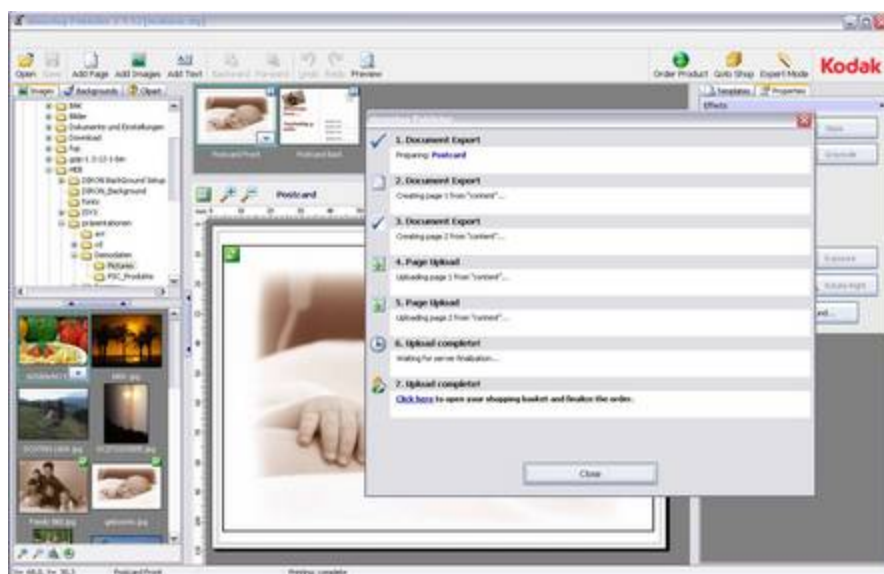
4. Borders, frames and shadows, gradients, transparency, image enhancements, textures, sepia, black & white
5. Editor with automatic image correction, crop images, red eye correction
6. Rotate images and text, crop and pan images
7. Transparent backgrounds, cliparts and objects (arrows, shapes)
8. Overlay and group images, spread images over double pages
9. Add titles from IPTC, formatted Richtext (WYSIWYG text editor), text with gradient and texture, projective and curved text
10. Drag & Drop images, automatically generate pages (Autofill)
11. Mark images already in the project, show image quality

Products (projects) that can be saved, re-edited, uploaded and re-ordered at any time. If the upload of a large project is interrupted, the concurrent upload will continue at the appropriate page. There is also an offline mode for retail shops, and an integrated CD/DVD burner.

The application supports automatic updates of binaries, prices and products. The interface incl. Easy/Expert mode menu items, products, layouts and workflow and can be branded and customized by the print shop provider (contractor). We provide a *3P Setup-Wizard* application, which helps to create new installers whenever you open a new shop or change the application for existing shops. From time to time, new binaries (updates, upgrades) are provided and automatically downloaded by the *3P Desktop Publisher*.

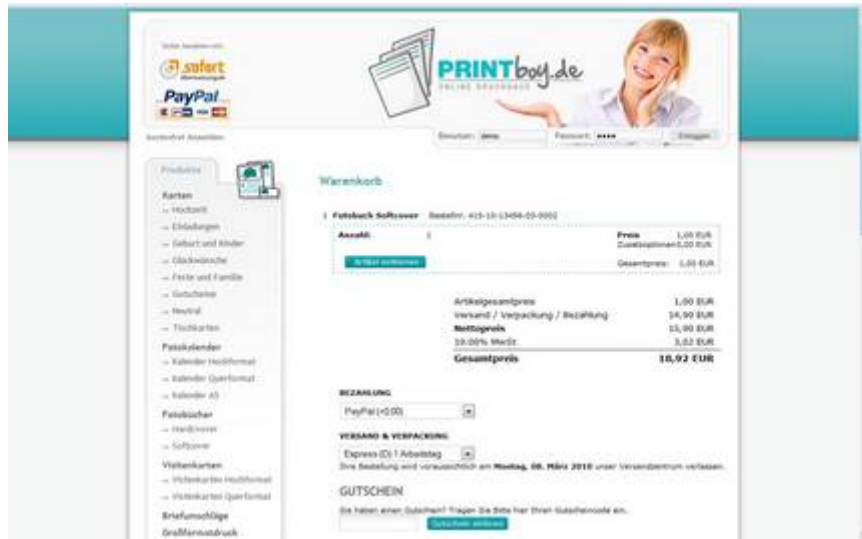
2.2 Upload and Order Process

After the design of the print product, the upload and ordering process can be initiated by pressing a single button. This automatically opens a wizard, which validates the design of the product pages and the embedded image elements. When all pages are validated, the customer can sign in to the shop or register as a new customer. The transmission is done page by page, with a failsafe interrupt recovery, i.e. uploaded pages don't need to be uploaded again. After completion, the customer is directed to the storefront, where he can review and complete his order. Old uploads can be reopened, modified and reordered.



Upload Process

The shopping cart displays a low resolution PDF preview of the uploaded product. The customer can add or remove products to/from the basket, change product options and select the payment and shipping methods. Depending on the payment method, further steps can be initiated. Finally, the customer is asked to accept the legal terms of the print service provider, so that the order becomes legally binding.



Shopping Cart

2.3 Application Download & Update



The webpage to the left shows the download of the free *3P Desktop Publisher* from the shop. After the initial installation on the consumer PC, bug fixes and upgrades are automatically downloaded and installed (LiveUpdate) at given intervals. This guarantees timely product and price changes, as well as high customer loyalty.

3 The 3P Backoffice & Storefront

3.1 3P Storefront

With the 3P Suite, any number of Storefronts can be created and operated at the same time (multi-store capability). The shops can have different appearances and content. Photobook shops can be extended to many other products, ordering mechanisms, Web2Print applications and target groups. Content is created and maintained through the Administration Panel and the embedded CMS. If you want a ready2go shop, we can implement and customize your product & screen designs according to your requirements. After this initial installation, you are capable of adapting your products and your shop autonomously. Setting up a new shop is done by simply copying and adapting an existing shop. You can also continue using your existing shop, but you will have to develop interfaces to our other modules.

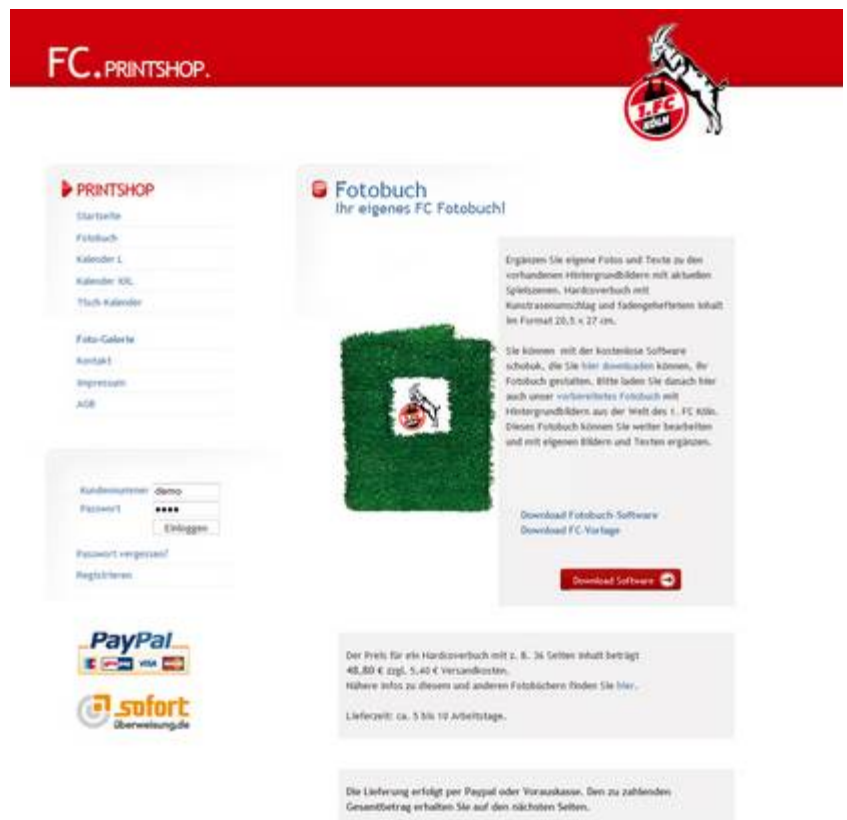


Shop Example



More Shop Examples

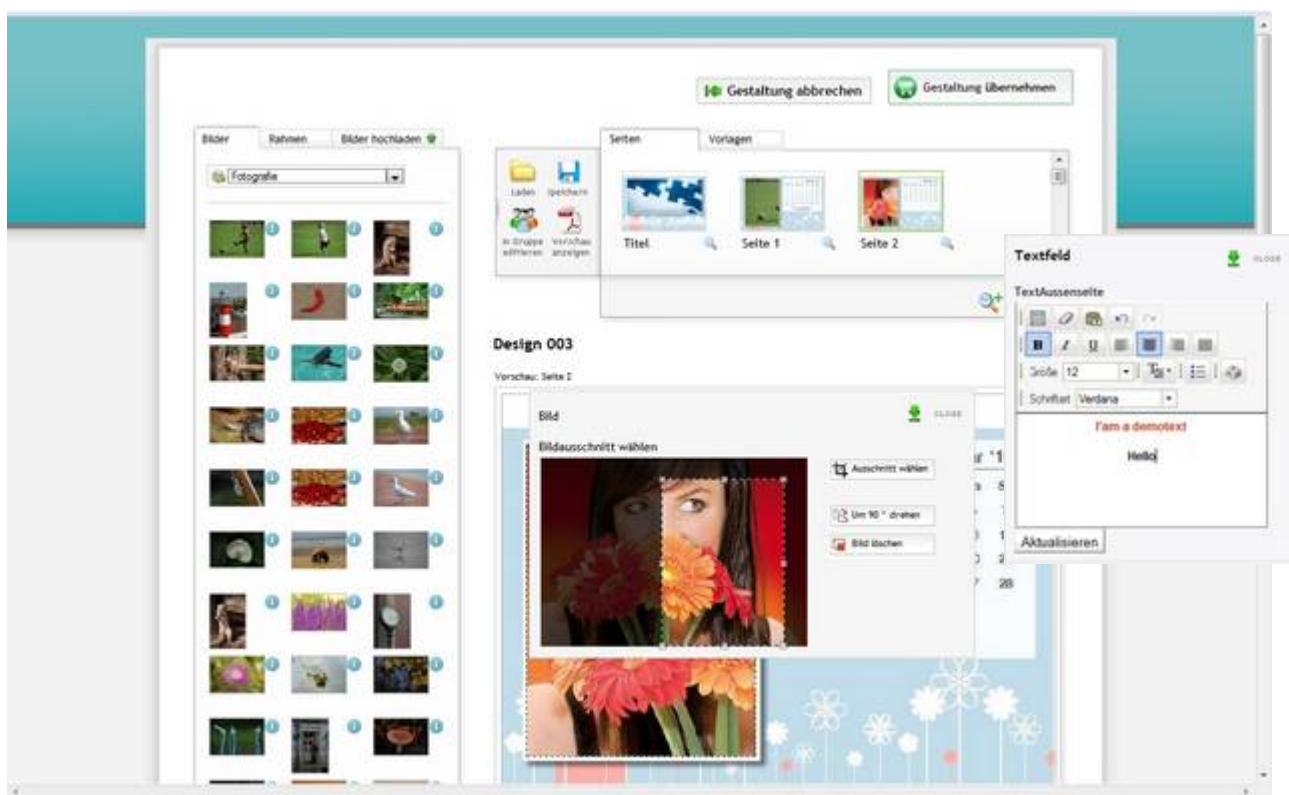
The screenshot to the right shows a typical product information page within the storefront. In addition to the design & creation of these pages via the integrated content and product management system of the 3P Suite, external CMS and websites can also be used to maintain and display the content.



3.2 3P Online Designer

In addition to the *3P Desktop Publisher*, the *3P Online Designer* allows the design and ordering of print products directly online inside the web browser. No plugin (Flash etc.) or installation is necessary, thus allowing the usage inside corporate networks. Customers can upload their own images, edit sections and add frames. Free positioning of text and images is available. Fancy shadow and frame effects let the users discover their own creativity. Products can be saved for later editing or for reordering.

For these products, the print service provider can create master templates in a special web administration. High quality template-sets are provided, from which other products can be derived.



Online-Editor with photo calendar product

3.3 3P Online Backoffice

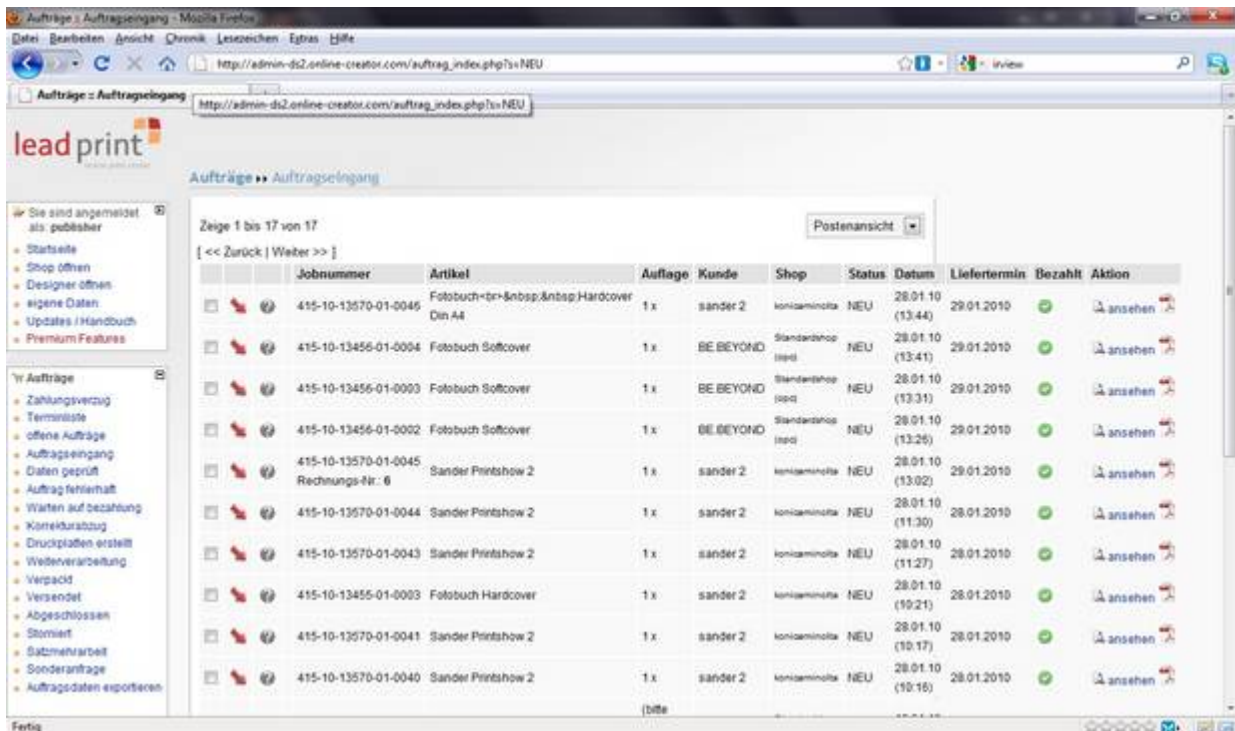
Behind the scenes, you will find a modern and scalable Backoffice administration panel, which was especially developed for the print and media industry. With over 10 years of professional experience and over 110 installations, the print service provider can trust in a scalable and proven system.

All orders from the *3P Desktop/Online Designers* are uploaded to the *3P Online Backoffice*. Orders, Accounts and Contacts list views can be viewed, edited, sorted, filtered and searched. A

click on a row opens the respective detail view.

Some of the features of the *3P Backoffice* administration panel are:

- customer management with discount options and email templates
- detailed order management
- content management
- production time scheduling
- status management with barcode scanner
- voucher module
- newsletter module
- shipment module
- reseller module: integration of external service provider
- multiple export options (e.g. for accounting software)
- creation of delivery notes and labels, job tickets with barcodes and invoices
- all templates (e-mails, invoices, delivery notes, job tickets) are editable
- article import and export
- automatic email dispatching
- keyword and search engine optimization (SEO)
- freely definable options list
- calculation of delivery cost by weight
- large-format-print & canvas print support
- subshop support and scalability
- OPI support



The screenshot shows the 'Aufträge' (Orders) section in the 3P Backoffice. The main content area displays a table of orders with the following columns: Jobnummer, Artikel, Auflage, Kunde, Shop, Status, Datum, Liefertermin, Bezahl, and Aktion. The table contains 17 rows of data, with the first few rows showing details for various photo books and print shows.

Jobnummer	Artikel	Auflage	Kunde	Shop	Status	Datum	Liefertermin	Bezahl	Aktion
415-10-13570-01-0045	Fotobuch=br- Anbsp;Hardcover Din A4	1x	sander 2	koniaminola	NEU	28.01.10 (13.44)	29.01.2010	✓	ansetzen
415-10-13456-01-0004	Fotobuch Softcover	1x	BE BEYOND	Standardshop lead	NEU	28.01.10 (13.41)	29.01.2010	✓	ansetzen
415-10-13456-01-0003	Fotobuch Softcover	1x	BE BEYOND	Standardshop lead	NEU	28.01.10 (13.31)	29.01.2010	✓	ansetzen
415-10-13456-01-0002	Fotobuch Softcover	1x	BE BEYOND	Standardshop lead	NEU	28.01.10 (13.26)	29.01.2010	✓	ansetzen
415-10-13570-01-0045	Sander Printshow 2 Rechnungs-Nr.: 6	1x	sander 2	koniaminola	NEU	28.01.10 (13.02)	29.01.2010	✓	ansetzen
415-10-13570-01-0044	Sander Printshow 2	1x	sander 2	koniaminola	NEU	28.01.10 (11.30)	28.01.2010	✓	ansetzen
415-10-13570-01-0043	Sander Printshow 2	1x	sander 2	koniaminola	NEU	28.01.10 (11.27)	28.01.2010	✓	ansetzen
415-10-13456-01-0003	Fotobuch Hardcover	1x	sander 2	koniaminola	NEU	28.01.10 (10.21)	28.01.2010	✓	ansetzen
415-10-13570-01-0041	Sander Printshow 2	1x	sander 2	koniaminola	NEU	28.01.10 (10.17)	28.01.2010	✓	ansetzen
415-10-13570-01-0040	Sander Printshow 2	1x	sander 2	koniaminola	NEU	28.01.10 (10.16)	28.01.2010	✓	ansetzen

Order List View

Kunden : Kunden : bearbeiten - Mozilla Firefox

http://admin-ds2.online-creator.com/kunden_edit.php?rid=28873&sid=06

Kunden : Kunden : bearbeiten Zurück

Sie sind angemeldet als: publisher

- Startseite
- Shop öffnen
- Designer öffnen
- eigene Daten
- Updates / Handbuch
- Premium Features

Aufträge

Artikel

Community / Gallery

Kunden

Suche:

- Neue Kunden
- Kunden
- Kontaktformular
- Druckmuster
- Kundendaten exportieren

Einstellungen

Content Management

Newsletter

Status

Fertig

ID	28873
Kundennummer	2
Benutzername	hausmann@bebeyond.de
Passwort	test
Freischaltcode	9565
Rabatt	0.00 %
Rechnung (j/n)	<input type="checkbox"/> Kunde darf per Rechnung bestellen.
Sonderkategorien (j/n)	<input type="checkbox"/> Kunde darf Bilder in Sonderkategorien einstellen.
Anzahl der Bilder pro Gallery (j/n, Anzahl)	<input type="checkbox"/> 0
maximale Dateigröße der Bilder in einer Gallery (j/n, Größe)	<input type="checkbox"/> 0.00 MB
Status	Freigeschaltet

Bankverbindung

Name der bank	<input type="text"/>
Kontonummer	<input type="text"/>
BILZ	<input type="text"/>
Kontoinhaber	<input type="text"/>

Hauptadresse

Firma	tschelbst
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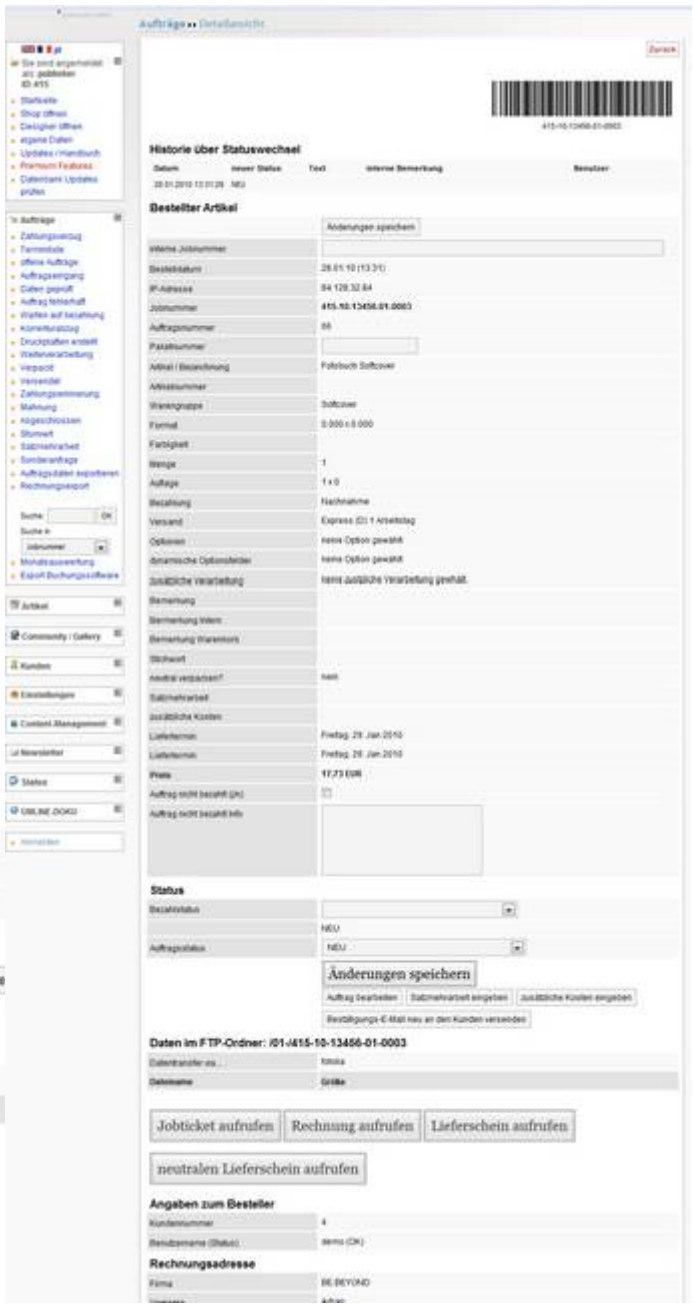
Customer Management

3.4 Order Details

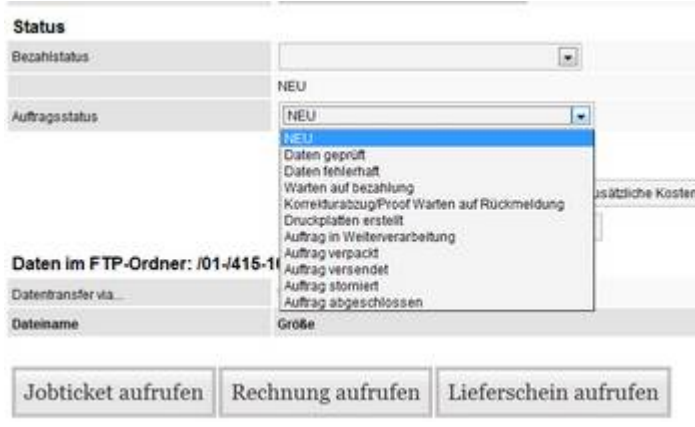
The order detail view can be reached directly from the order list view, by entering a purchase order code or by scanning a barcode. From the detail view, you can create mailings and PDF documents, such as package and delivery receipts. The underlying form templates can be created with an included template designer.

3.5 Order Status and Production

Within the detail view, you can manually change the status of a job position. A change of status is then displayed in the store front to the customer. The change may also trigger a defined action in the *Action Management* of the 3P Suite, such as the transfer of production data to the production workflow, or the automatic sending of emails.



The screenshot shows the 'Aufträge - Detailsansicht' (Orders - Detail View) interface. It includes a navigation sidebar on the left with categories like 'Die sind angeordnet als Jobbeleg', 'Statistik', 'Shop online', and 'Aufträge'. The main area displays a 'Historie über Statuswechsel' (History of Status Changes) table and a 'Besteller Artikel' (Customer Article) form. The status dropdown is set to 'NEU'. The article details include 'Werte Jobnummer', 'Bestelldatum', 'K-Adresse', 'Jobnummer', 'Auftragsnummer', 'Parallelnummer', 'Artikel / Beschreibung', 'Arbeitsnummer', 'Wartungsgruppe', 'Format', 'Farbzahl', 'Werte', 'Aufträge', 'Beschreibung', 'Versand', 'Optionen', 'Schmische Optionen', 'Sonderauftrag', 'Bemerkung', 'Bemerkung intern', 'Bemerkung extern', 'Stichtag', 'Anzahl versendet', 'Sicherheitsart', 'Zusätzliche Kosten', 'Liefertermin', 'Lieferdatum', 'Preis', and 'Auftrag nicht bezahlt info'. At the bottom, there are buttons for 'Jobticket aufrufen', 'Rechnung aufrufen', 'Lieferschein aufrufen', and 'neutralen Lieferschein aufrufen'.



This close-up shows the 'Status' section of the interface. The 'Bezahlstatus' is set to 'NEU'. The 'Auftragsstatus' dropdown is open, showing options: 'NEU', 'Daten geprüft', 'Daten fehlerhaft', 'Warten auf bezahlung', 'Korrekturabzug/Proof Warten auf Rückmeldung', 'Druckplatten erstellt', 'Auftrag in Weiterverarbeitung', 'Auftrag verpackt', 'Auftrag versendet', 'Auftrag storniert', and 'Auftrag abgeschlossen'. Below the dropdown are buttons for 'Jobticket aufrufen', 'Rechnung aufrufen', and 'Lieferschein aufrufen'.

3.6 3P Offline Backoffice

The 3P Offline Backoffice automatically retrieves all orders from the 3P Online Backoffice. The client performs automatic file downloads and OPI renderings. PDF and JDF-files will then be copied to the specified production folder of the NexPress production unit.

3.7 Features & Benefits

3P Desktop Publisher	
Full DTP editing capabilities	<ul style="list-style-type: none"> • Drag & Drop images, cliparts • Add page numbers, arrows, maps, webpage graphics, borders, frames and shadows • Transparency, Textures, sepia, black & white • Large clipart library
Design any kind of print product	<ul style="list-style-type: none"> • Many example templates and layouts for print products of any kind • Locked and fixed pages and elements • Full bleed and fold width control
Integrated image editing	<ul style="list-style-type: none"> • Automatic image correction • Crop and pan images • Red eye correction • Over 50 photo effects and frames
Professional layouting	<ul style="list-style-type: none"> • Rotate images and text • Transparent backgrounds and objects • Overlay and group images • Spread images over double pages
Richtext editing	<ul style="list-style-type: none"> • Add titles from IPTC • Text with gradient and texture • Projective and curved text • WYSIWYG preview • Insert quotes and poems from online resources
Failsafe export and upload	<ul style="list-style-type: none"> • Export pages to JPG or PDF • Upload via HTTP or offline workflow with integrated CD burner • Failsafe resumming of interrupted downloads
Tools for product designers	<ul style="list-style-type: none"> • Layout designer for photobooks, calendars, brochures, magazines and any type of marketing material • Setup-Wizard generates new application installers • LiveUpdate (automatic update of prices, products and application)

3P Online Designer	
Flexible mechanism for feature enabling/disabling	Allows the print service provider to adjust the functionality of the editor.
Customizable Look & Feel	The user interface can be fully customized (HTML Template engine) so that the Online Creator fits to the corporate identity of the print service provider.
No Plugin's	The Online Editor needs no Plugins like FLASH or JAVA and can be used with the standard Web browser configuration (> IE Version 6). The Online Editor is usable in nearly every corporate network.

3P Storefront	
Product options	The print service provider can define products and product options, which are then displayed in the editor clients
Shopping cart	The customer can combine multiple products (offline and online products) with different product options
Voucher codes	The Software supports one-time and multi-use vouchers of a certain percentage or a fixed amount.
Payment Systems	Billing and payment providers such as Paypal, Sofortüberweisung.de, DIRECTe-banking.com and Credit Card payment are available

Subshop / Multiple shop support	The print service provider can create multiple sub-shops. The shops can have their own look & feel and product range.
Tracking	The customer can access his account and track the status of his orders.
Email-Newsletter	For good customer marketing, the webshop provides a newsletter system. The customer can be registered automatically in the shopping cart (Double Opt-In procedure)
Integrated Content-Management-System	The print service provider is able to add and change the content of the shop web pages
SEO (Search engine optimization)	The entire webshop is optimized for typical search engines like Google. URL rewrites, landing and keyword pages or Google Sitemaps are supported.

3P Online Backoffice

Customer administration	All customers are accessible to the print service provider. Discounts and further options can be adjusted for every customer.
Order Management	All orders are sorted in smart tables. The print service provider has complete access to each order and is able to edit, print or change the status of the order.
Production tracking	Allows tracking of the production process based on barcodes or through web administration.
Shipment & Invoices	The solution supports printing of labels, invoices and delivery notes. These reports can be configured in the web administration.

3P Offline Backoffice

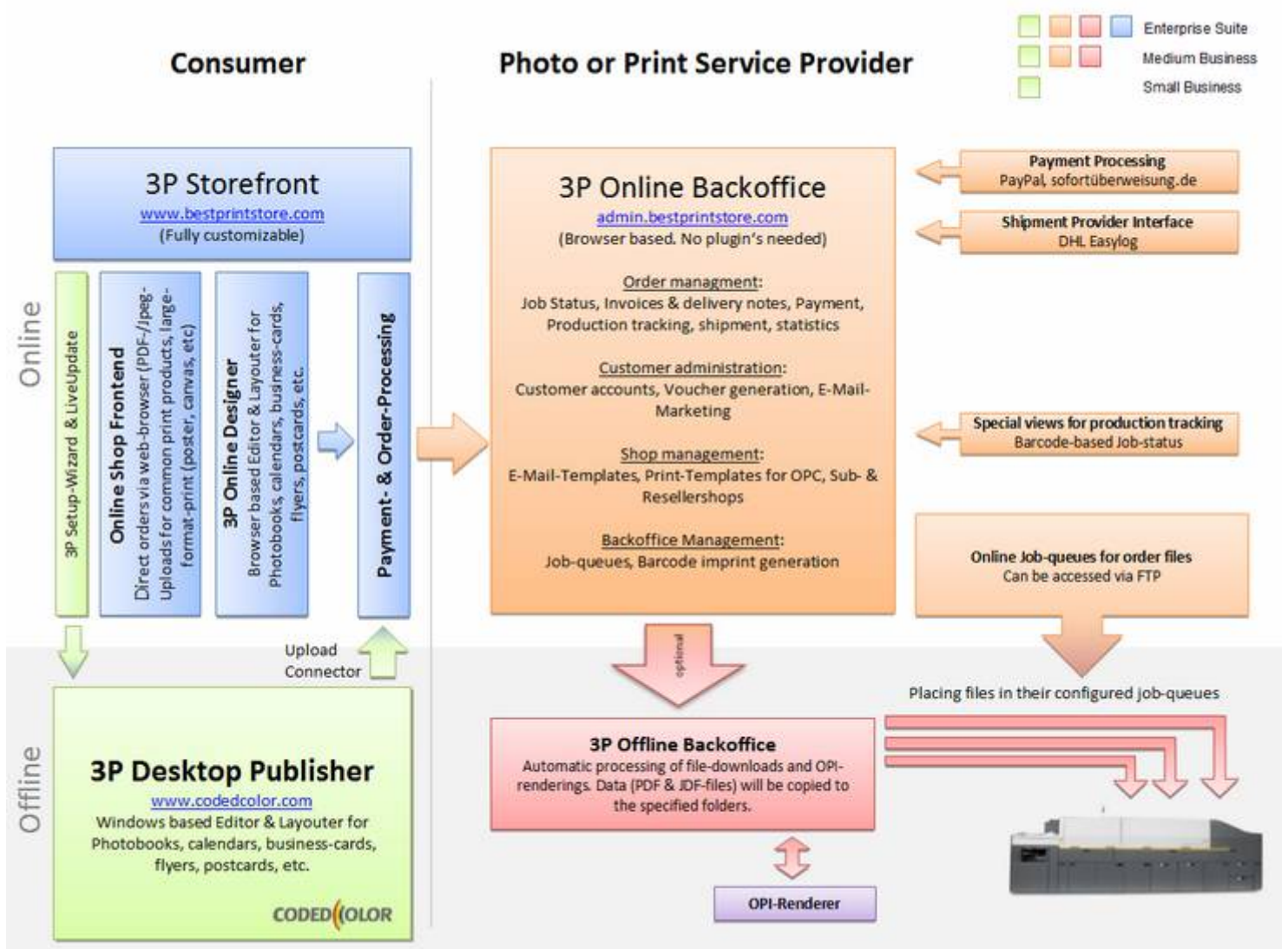
Production tracking	Allows tracking of the productions process based on barcodes or through the web administration.
Shipment & Invoices	The Offline Client receive the labels, invoices and delivery notes from the <i>3P Online Backoffice</i> . These reports can be configured in the web administration.
Order Management	All orders are sorted in smart tables. The print service provider has complete access to each order and is able to edit, print or change the Status of the order.
Queue Management	Allows the operator to define job queues along with job ticket information for the production on a NexPress system. These queues can be assigned per product.

3.8 Licensing Options

The legend at the top right of the flowchart diagram shows the three different product versions.

The **Small Business** version includes the *Desktop Publisher*, *Upload Connector* and *Setup-Wizard* only, allowing the customer to add his own backend and shop.

The *Upload Connector* allows for failsafe uploading to the 3P or any custom backend. The page-by-page upload resumes at the last failure point, whenever an upload is interrupted. This ensures a consistent upload of very large print products up to multiple Gigabytes size.



4 Requirements

4.1 3P Desktop Publisher

- Windows PC with at least Windows 2000

4.2 3P Backoffice & Storefront

- | | |
|--------------------------------------|---|
| • Host Hardware: | CPU with 2Ghz, 3GB RAM, hard disk 500GB |
| • 3P Online Designer: | any Webbrowser (no Flash required) |
| • 3P Offline Backoffice: | Windows platform |
| • 3P Online Backoffice & Storefront: | Linux platform |

These requirements depend on the maximum size of product uploads, the number of concurrent orders and the size of the order history (database).

5 Branding

5.1 Branding Examples

The interface of the 3P Desktop Publisher can be branded and skinned. This includes:

- What products will be presented
- What features will be enabled per product
- What features will be displayed in the Easy/Expert mode
- Will the finished product be uploaded or burned to CD
- What will the starting screen and product wizard look like
- Should the products be grouped?
- Default application options, like update interval
- Interface colors and textures (skin)
- Background and clipart libraries, company logo, support links, product icons, etc.

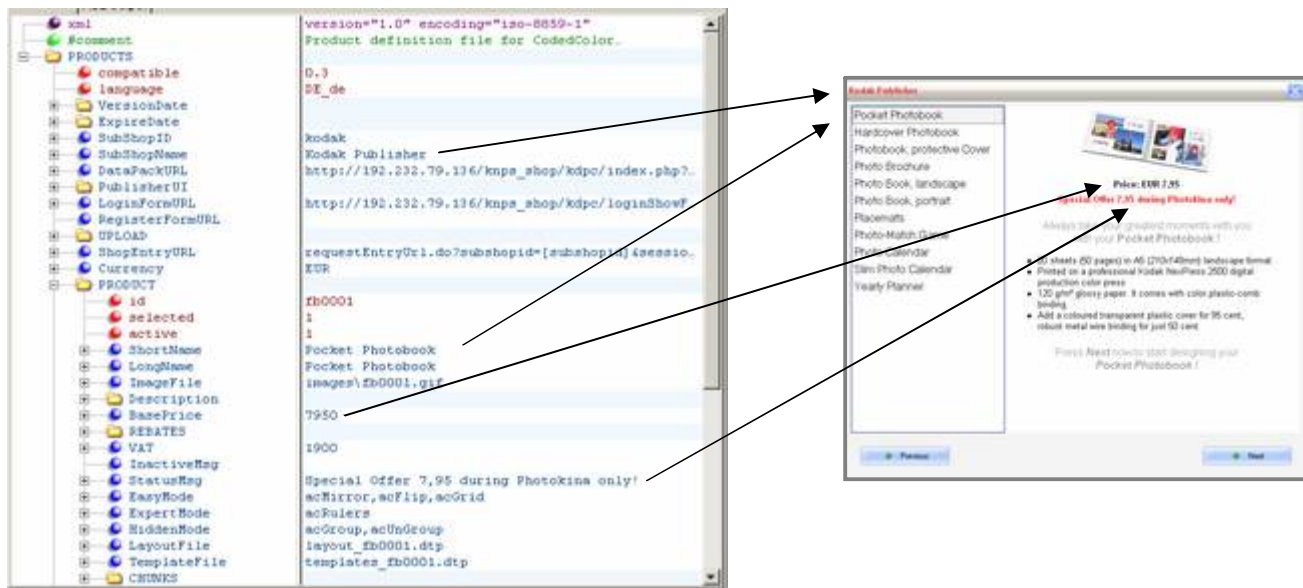




The AIDA Desktop Publisher with a branded Photobook product

5.2 Editing the XML branding file

All product and user interface settings are organized in a single XML file called *products.xml*. This file can be edited by the product designer with any XML editor. It is automatically downloaded by the *3P Desktop Publisher* at given intervals, in order to allow for product and price updates. It is also uploaded with every order, so whatever backend is used, the order is fully qualified.



Changes in the products.xml reflect in the interface

6 References

Some of our international references:

- <http://www.fotoalbumfotobuch.de>
- <http://www.domalbum.com>
- <http://www.fotoclicks.de>
- <http://fotonet.bayer04.de>
- <http://www.myikona.gr>
- <http://aida.fotoclicks.de>
- <http://www.fotofabriek.nl>
- <http://www.vereinspromo.com>
- <http://www.fotogoed.be>
- <https://www.fotoyks.fi>

Demonstration clients are available under:

- <http://www.print-photo-publisher.com>
- <http://www.pixpedia.com>



	BonusPrint	CeWe Photo World	Fotobook.co.uk	Kodak Gallery
Min book sizes (WxH)	15x10cm	14x13cm	20x14cm	18x13cm
Max book sizes (WxH)	30x30cm	42x30cm	30x30cm	36x30cm
Number of sizes available	5	5	5	3
Hardback cover effects	Linen, leather or photo	Linen or leather	Linen or leather	Linen, leather or matte
Hardback cover colours	4	3	8	8
Additional cover options	Custom sleeve	Photo cover	Gold foil title	None
Windowed cover option	Yes	Yes	No	Yes
Softback cover option	No	Yes	No	No
Paper finish	Glossy	Glossy	Silk	Semi-gloss
Paper weight	170gsm	200gsm	200gsm	170gsm
Pages per standard A4 book	20 pages	26 pages	30 pages	20 pages
Maximum pages per A4 book	50 pages	130 pages	54 pages	80 pages
Price for standard A4 book	£19.99	£19.99	£31.99	£19.99
Delivery charge	£1.99	£3.80	£6.95	£3.99
Full-bleed pages	Yes	Yes	Yes	Yes
Number of pre-designed layouts	56 layouts	215 layouts	30 layouts	15 layouts
Customisable layouts	Yes	Yes	Yes	No
Image across double page	No	Yes	Yes	No
Page colours	20	Black or white	Any colour	Selected by book theme
Book themes/Page backgrounds	100 backgrounds	54 backgrounds	Download packs available	14 book themes
Average upload time per page	31 seconds	25 seconds	1 min 56 seconds	29 seconds
Delivery method	Post (from UK)	Post (from UK)	Post (from UK)	Courier (from USA)
Claimed delivery time	10 working days	3 to 10 working days	10 working days	5 to 10 working days
Tested delivery time	12 working days	5 working days	2 working days	4 working days
Browser-based design tools	No	No	No	Yes
Free design/ordering program	Windows only	Windows only	Windows only	No
Contact	0800 316 0301	01926 463107	enquiries@fotobook.co.uk	020 3024 1503
Website	www.bonusprint.co.uk	www.cewe-photoworld.co.uk	www.fotobook.co.uk	www.kodakgallery.co.uk
Image quality	●●●○○	●●○○○	●●●●○	●●●●○
Service	●●○○○	●●●○○	●●●●●	●●●○○
Value for money	●●●○○	●●○○○	●●●●○	●●●○○
Overall	●●●○○	●●○○○	●●●●○	●●●○○

