

Product at a glance: The Preclick Photo Organizer, v 1.2

Product:	PRECLICK PHOTO ORGANIZER
Positioning:	Fastest and easiest way to organize, preserve, print and share your digital photos
Target User:	“Newly Digital” consumer and small business users
Key Features:	<ul style="list-style-type: none">• Free all-in-one Photo Organizer product• Easy, zero-learning curve, menu-less design• Fastest performance: scroll 100s photos at once• Instantly find or select photos from large collections• PhotoBack™ lets users record unlimited keywords• Best prices on professional Kodak™ prints• Two-clicks to email, order prints, add to online album• Quickest download and install at 700k
Pricing:	Version 1.2 Free Download
Released:	January 1, 2003
System Requirements:	<ul style="list-style-type: none">• Windows 95, 98, ME, 2000, or XP• PC with 486 or higher processor• Minimum 64 MB RAM• 3 MB free hard drive space for installation

Analyst Quotes:

InfoTrends Research - Kerry Flatley	“Preclick worked with consumers who had recently purchased digital cameras to design its first free photo organizer software with built-in printing options. InfoTrends has found that digital camera owners capture and keep over 250 images per year. With its new software, Preclick will help digital camera users to easily find, rate, sort, print, and share their favorite photos with one solution.”
IDC – Chris Chute	"Preclick positions its first product, 5Star Photo Organizer, as the first after-market replacement software for new digital camera owners. Preclick is aiming to license the technology to photo-finishers who can in turn capture and lock-in their customers for prints. This software is aimed at consumers looking for a solution that emphasizes frequently used imaging functions like ordering prints, emailing, viewing, and basic editing."
Lyra Research – Ed Lee	"The next looming challenge for the digital imaging industry is helping camera owners find, organize and preserve their growing photo collections... Preclick's 5Star Organizer is arriving just in time.”

Why do users need Preclick Photo Organizer?

The Preclick Photo Organizer is free. Anyone can use it, even your kids. Preclick is designed for the “newly digital” – those of you who’ve purchased digital cameras in the last 18 months. And there are a lot of you—today due to email, scanning and pictures on CD, digital photos are now on half of US PCs. In two years, half of US households will own a digital camera, many will own two or more.

You recognize that digital photography is economic, no more film and fewer prints. You’re excited about being able to instantly see the picture you’ve taken. You’re excited that you can send those pictures to your family and friends via email. And if you’re in a small business, you’re using digital photography to help you communicate to customers.

We’ve talked to a lot of new digital camera owners, especially parents and business people, and we know you’re busy. You want your camera to make it faster and easier to capture those moments with your family, friends and customers. Yet, you don’t want multiple photo software packages to manage your growing collection.

90% of you aren’t satisfied with the photo software that came with your camera! Based on talking with people like you, we designed Preclick Photo Organizer:

1. You want an all-in-one software photo organizer that is fast, easy and powerful.
2. Finding and organizing photos on your PC was your number one concern.
3. Next, you wanted an easy way to email multiple photos to friends and family.
4. Also, you wanted convenient professional printing at \$.29 per 4x6 print.
5. Finally, you wanted an easy to learn product that the whole family could use to quickly view and share photos on-screen. Viewing on-screen was a major new use for your PC.

Preclick: More Digital Camera Owner Research (Sample = 100)**	
90%	New camera owners unhappy with software that came with camera or Windows™
98%	#1 Feature needed - a way to find, organize, collect photos
96%	#2 Feature - rapidly viewing and sharing photos on-screen
86%	#3 Feature needed - emailing multiple photos to friends and family
82%	#4 Feature - convenient professional photo-finishing
67%	Already have more than 500 photos on their hard drives
88%	Would like professional prints home-delivered as primary delivery method

** Research conducted using SurveyMonkey.com with 100 consumers who purchased digital cameras in the last 18 months. Many of these consumers also became members of the Preclick Design Panel who tested and gave feedback on the product over the last year.

Unique Features of Preclick Photo Organizer

Interface	Fast, easy and familiar filmstrip interface
Price	Free
Performance	Fastest handling of your photos, fastest scrolling
Ease of Learning	No-menus, zero-learning curve approach, few dialog boxes
PhotoBack™	Unique PhotoBack™ interface provides input for: rating, caption, subjects, categories, dates and events, and preserves EXIF.
Archival Value	<ul style="list-style-type: none">• Four-star ratings• Real database power under the hood• Lifetime approach to preserving data ‘about your photos’• Contextual scroll bar• “Sort & jump” arrows• Sort or find by folder, keywords, month, rating
Navigation	<ul style="list-style-type: none">• Photos always appear sharp, fast, large and uncluttered.• Continually cycling slide show displays in filmstrip mode or full-screen mode
On-Screen Sharing	
Online Printing	Order “best-buy” professional-quality prints online or create web-albums in two clicks from dotPhoto.com, and soon from Adorama, PhotoWorks (formerly Seattle Film Works) and others.

Product in Depth: Introducing Preclick Photo Organizer

Preclick Photo Organizer is the fastest and easiest way for you to organize, preserve, print and share your digital pictures. Preclick is free and downloads so quickly you might miss it. At 700K, it installs within seconds. It takes great engineering to get such a powerful application in so small a footprint. Preclick is blazingly fast—you'll find it's a perfect way to get a handle on those digital photos piling up on your computer.

When you install Preclick Photo Organizer, you'll notice it doesn't change anything on your hard drive. After you download your photos from your camera, Preclick finds them in the "My Pictures" folder in Windows. Or if you've created other folders, you can view those filed photos within Preclick—they're instantly available.

One of the first things you'll notice is there are no pull-down menus—(File, Edit, View...). Preclick is so easy, you don't need them. Remember, we designed Preclick for new camera owners, busy people who may or may not be that familiar with Windows. Grandma will get it, the busy, small business owner will get it, and still Preclick will satisfy savvy Windows users with its speed, database power, convenience, and seamless integration with email, Outlook™, and Windows™.

What's great about Preclick Photo Organizer is it makes obvious the frequent things you want to do with your pictures—view them on screen, share them, print them, or put them in an album. Preclick is designed around a familiar filmstrip metaphor. It finds all the photos on your hard drive and makes them available to you in the fast filmstrip when you choose "All Photos Folders"—the default setting. Or you can choose to display just the photos from one particular folder and work with them.

Preclick has three tabs from left to right: Current Photo, Print Photo, and Email Photo. To the right of these, Preclick has a "PhotoBack™" which is always available, enabling you to view and enter "metadata" about your picture—including a title, caption, subjects, event, place, date, folder, as well as the format. We'll talk about this metadata later, as it gives you a powerful way to both categorize and search your photo collection—we call it a "Lifetime™ Media Management" system.

CURRENT PHOTO

The Current Photo tab provides you several tools, enabling you to select the photo for printing, email the photo, and rotate the photo either left or right 360 degrees. The trash can tool enables you to remove the photo from the strip. It will be removed from the hard drive the next time the user empties their Recycle Bin in Windows™. The PicFix™ tool automatically fixes the brightness and color balance to an optimum level in your current photo. With the slideshow tool, you can begin a continually cycling slide show of your current roll. Preclick also enables you to view the current photo in full screen mode, as well as view the slide show full screen.

Coming in April 2003, Preclick will launch its \$29.95 version called the Lifetime™ Photo Organizer. (See Lifetime™ section below).

PRINT

According to IDC, users are shooting and collecting twice as many images when they go digital than when they used film. What's great about digital cameras is that you can shoot a lot of pictures, but choose only the ones you want to print.

With Preclick Photo Organizer, you can easily select photos for printing either through the print tool in the Current Picture tab, or by selecting the prints icon on the bottom of each thumbnail in the filmstrip. The Print Photo tab automatically uploads the photos you've selected for printing to dotPhoto, our first photo-finishing supplier. (Preclick will add PhotoWorks and Adorama shortly).

Great prices have made dotPhoto, one of the fastest growing sites on the web. PhotoWorks, formerly Seattle Film Works, is one of the largest photo processors in the country. They have 20+ years of experience in delivering only the highest quality prints on Kodak® professional photo paper. As a bonus, both dotPhoto and PhotoWorks offer online photo albums, a great way to share and to archive your precious digital memories.

Because digital camera owners currently generate 90% less print revenue, encouraging customers to order prints more is a key problem for the photo processing industry. Realizing this, online photo sites are starting to change the process of online ordering by providing free client software to their customers. Customers are more likely to order prints online from an application environment that eliminates the hassle of uploading their pictures through Web browser.

Preclick has announced that it has licensed its Preclick technology to dotPhoto, the fifth largest Internet photo processor, and Adorama, New York City's second largest photo retailer and processor. As such, our first Preclick-branded version follows this model, making it extremely convenient to order prints from dotPhoto and eventually PhotoWorks and other online sources.

The Preclick pricing through dotPhoto, Adorama and PhotoWorks is a breakthrough too—\$0.29 per 4x6—cheaper and more convenient than buying film and dropping it off at the local drug store. Most digital camera owners are now aware, by comparison ink-jet printed photos cost over \$.50 each in ink and paper. Not to mention the hassle of keeping the printer and supplies up to date, and the time it takes. Consumers, especially busy parents, are recognizing the hassle factor of printing many photos. Naturally, the fact that ink-jet prints fade in a few years is a factor too.

EMAIL

You've got a dozen great shots of your kids that you want Grandma to see right away and Preclick enables you to email it right from the application. Just click on the Email Tab and Preclick automatically attaches the photos to a message ready to address.

A common hassle with emailing original photos is they are always too big. Preclick reduces each photo to a screen view, about 1/10 the size of the original, typically about 60K. This means you can easily send Grandma a dozen pictures at once, and

they'll display properly on her screen. And you'll know her ISP won't kick the message back because the file sizes are too big.

Currently, the Preclick email function works with Outlook, Outlook Express and Eudora. If you're using AOL or a Web-based email service, you cannot currently use the email features of Preclick.

THE PHOTOBACK

We already mentioned "metadata", so let's discuss it here as we describe the PhotoBack in Preclick. Consumers told us their number one problem was finding and organizing the growing photo collections on their hard-drives. They wanted an easy way to search for photos by categories, by subjects, by dates, by events, even by their rating of the pictures. They also wanted a way to archive their photos, to keep them for a lifetime.

Preclick enables you to enter this information onto the PhotoBack of your current photo. Type-ahead and pull down lists maintain items already entered for other pictures, making it faster and easier to add additional captions, subjects, etc. This metadata makes your pictures more relevant, more searchable, and enables you to much more easily archive them electronically. In the next upcoming Lifetime™ release, this metadata will be embedded in the photo file itself, making it portable to other applications and suppliers. Preclick's product roadmap calls for increased automation, including automatic organization, automatic peer-2-peer and emailing sharing, dynamic web-publishing, and automatic storage based on this metadata in a comprehensive vision for the market called: "Lifetime™ Media Management."

What's ahead in Preclick Lifetime™ Photo Organizer?

- Advanced red-eye correction
- Cropping
- Advanced editing features
- Local printing
- Wider file format support
- Automatic camera and device acquisition
- Batch-stamping of keywords, rating, metadata
- Advanced slideshow and screensaver creation
- Email and print reminders for your best photos
- Automatic backup to CDs or to online storage
- Automatic CD, DVD, and V-CD creation
- Scanning support
- Advanced metadata and keyword creation
- Advanced database search and sort capabilities

Current Product Comparison	Preclick	Ofoto	Picasa	ADCSee
Installer size	700K	5mb	3mb	10mb
Price	Free	Free	\$29.95	\$49.95
Fast filmstrip view	•			
PhotoBack™	•			
Jump arrows	•			
Contextual scroll bar	•			
Auto find photos on PC	•		•	
Viewable EXIF data	•		•	•
User added captions & data	•		•	•
Instant find by text	•		•	•
Instant sort photos	•		•	•
PicFix	•	•	•	•
Rotation	•	•	•	•
Email down-sampled photos	•		•	•
Online professional printing	•	•	•	
Slideshow function in all modes	•		•	•