

PRESS RELEASE

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TAOPIX AWARDED HP SILVER ACCREDITATION STATUS FOR ITS ASIAN OPERATION

Photobook software specialist, Taopix, has been awarded the prestigious Hewlett-Packard (HP) Silver Accreditation for its Asian operation. The accreditation, which was officially awarded in December 2009, provides Taopix with preferred partner status and will enable the photobook software developer to take advantage of a wealth of knowledge, best practise and business development opportunities, all provided through regular HP partner conferences, seminars and white papers.

Says Richard Watson, President, Taopix, Asia Region: "To be awarded HP Silver Accreditation status is a great achievement and a reflection of the hard work we have put into developing the Taopix photobook solution and our profile in the Asian region. We have made significant inroads in this market and it's great to be recognised by such an important digital print manufacturer as HP. The HP Indigo press is internationally renowned for the exceptional quality of its output. As such, it perfectly complements our photobook workflow software which is focused on excellence in photobook design and production."

Says Daniel Blau, Solutions and Partners Manager, HP Indigo Digital Press-Asia Pacific and Japan: "Silver Accreditation partner status is awarded to companies that we believe place innovation and aspiration at the core of their business - like we do here at HP. Taopix has shown through its software that it truly understands the needs of the digital print and photographic industries and wants to be part of the drive to create a vibrant future for them."

Says James Gray, CEO, Taopix: "HP is one of a select group of digital printer manufacturers who recognised early the tremendous added value a photobook solution can offer a digital printing business. We are now working hard to secure this accreditation in our other regional divisions to ensure customers right around the world

can benefit from a joined up, real end-to-end approach to digital photobook production.”

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About Taopix

TAOPIX™ Limited is a privately-funded software development company established in 2007 by CEO James Gray and CTO Kevin Gale in Newcastle-upon-Tyne, United Kingdom. Their extensive industry experience and market knowledge led them to identify an opportunity in the lucrative Photobook market for a highly flexible and robust end-to-end software solution. To achieve this, the company has developed the TAOPIX™ Photobook platform, one of the most dynamic and far-reaching production solutions the Photobook industry has seen. Central to the Taopix philosophy, is its focus on forming robust, long-term partnerships with customers who require a top level, innovative software platform to drive their businesses forward.

TAOPIX™ Photobook Solution is sold to printers and photo labs in over 25 countries, primarily through international distribution channels, with 17 supported languages. During 2009, sales of TAOPIX™ Photobook doubled with nearly 100 installations worldwide. Furthermore, TAOPIX™ Limited opened its first international office in Singapore in June 2009, headed by Richard Watson, President (Asia), which was quickly followed by the opening of a sales office in San Diego, California in November 2009; to support its rapidly expanding customer base across the Americas.

A comprehensive global distribution network has also been set up to meet the demand for sales and support of the product. The company now employs 23 members of staff worldwide; the backbone of which is a strong development team, supported by experienced technical personnel in the UK, Asia and the USA.

Taopix™, at the peak of innovation, has launched its release of Taopix™ Photobook Solution version 2.5, available as a free upgrade to customers in active support.

The flexible software technology platform allows photo labs and printers to develop unlimited tailored and branded store fronts using bespoke products/templates and multiple business models. Through supporting companies in launching a successful photobook business, TAOPIX™ assists in driving a substantial increase in revenue through use of the customer's current printing equipment.

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