

## **PRESS RELEASE**

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### **TAOPIX KICKS OFF 2010 WITH BRACE OF NEW ORDERS**

Photobook software specialist, Taopix, has entered 2010 in phenomenal style, signing up over 20 new licenses for its photobook software in the last four weeks. The orders, which have come from digital print companies and Photo Labs in all of Taopix's key international markets, signals the beginning of what Taopix CEO, James Gray believes will be a great year for the photobook industry.

Says James Gray, CEO, Taopix: "Up until December 2009, Taopix had just under 100 photobook installations worldwide. So, to then secure a fifth of that number in just over four weeks is quite a milestone for the company. For me, it demonstrates photobooks are really coming of age - the industry is now acutely aware of the huge impact great photobook software can have on a company's product portfolio and profit margins.

"Equally, it also shows the strength of Taopix as a product and the service proposition we have built around it. It's a great achievement and I'm very proud of the whole Taopix team. These new sales have come from across the globe, which demonstrates that the considerable work we undertook in 2009 to build our international presence is paying real dividends."

Gray says the orders have come from across the board - those entering the photobook market for the first time and those moving from other photobook solutions to Taopix. And for the latter, the rationale is quite clear: "Customers like the fact they have a greater degree of control with Taopix software. They can rebrand the front-end and have the ability to design and create as many new templates as they wish, or use the hundreds of templates that come with the software, rather than having to come back to the developer every time they require a new template - with the expense that incurs."

The 20 new licenses kick off a busy year for Taopix, which will see the company also very active on the exhibition circuit. In February, it will be attending the HP Indigo user group conference - Dscoop - in Dallas, Texas (18-20 February), followed by the PMA Exhibition in

Anaheim, USA, 21-23 February (stand 3183) and IPEX 2010, 18-25 May in Birmingham, United Kingdom (stand 12-B110).

Concludes Gray: "I believe 2010 will be a watershed year for Taopix. We have spent the last couple of years building our global sales and support teams and refining our photobook software to ensure we have the best product in the market. This continues to be supported by a wide international reach and strong commitment to customer service. We have started the year with an outstanding performance and I look forward to building on this over the next 12 months."

## **ends**

### **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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