

# **IPIX™**

## **An Added Value Business Opportunity For The Internet Age**

Thank you for your enquiry for more details about the IPIX™ Euro Partner Program (IPIX-EPP) which I have great pleasure in enclosing.

The IPIX™ Euro Partner Program offers you the opportunity, to not only become involved in one of the most innovative Internet developments in recent years, but also an outstanding business opportunity in the fast developing world of internet commerce.

### **The Opportunity**

In the US and UK, IPIX images have proved to be a catalyst for a range of value added services. With the establishment of IPIX UK and the IPIX Euro Partner Program, Europe opens up as a huge potential marketplace and one that we would like to help you exploit.

With vertical market applications, such as real estate, travel, leisure, electronic publishing, product promotion, education, security and defence, IPIX offers a wealth of opportunities in developing your offering. And with the Nikon, Olympus and Kodak Kits available, the equipment is now ready and waiting and simple to use.

Experience both here in the UK and in the US has shown that although companies see a use for IPIX in their businesses, most are looking for a full service solution which will allow them to enhance their Internet presence without investing in the technology itself. Projects can range from a single image for a small business (such as a wine bar) to a range of images for larger concerns (such as a major hotel chain or a holiday resort).

### **The Offering**

The IPIX EPP has been developed to fulfil these needs and stimulate business opportunities for IPIX imaging by helping small to medium sized businesses to market IPIX related services.

IPIX UK will support IPIX EPP members with a range of marketing information and materials, Extranet access, early notification of new developments and software and back-up studio support, to help you sell IPIX images. All you have to do is purchase your equipment and make a small monthly payment over 12 months, which spreads the cost of the software and key licences that you will receive.

Attached are details on IPIX EPP which I hope you will find interesting, plus costs and an application form. On receipt of your completed application form, I shall forward a contract of agreement to you for signature, which details the relevant back-up information required which must be submitted to the IPIX Euro Partner Program.

With best wishes,  
Yours sincerely,

Sonia Adamson  
Manager Euro Partner Program  
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# The IPIX™ Euro Partner Program

Once you have signed up to the EPP you will receive:

## 1. Inventory Keys \*:

- 70 digital keys on receipt of contract.
- A further 70 digital keys on receipt of the first direct debit payment

\* If your interest lies primarily in the real estate sector, the EPP offers you the opportunity to mix and match your keys with the new **IPIX™ Real Estate Virtual Tour Wizard Software**. (It is worth noting that in the US two-thirds of the Real Estate sector have already adopted IPIX technology for selling homes and commercial buildings). These IPIX images can be posted on the web or e-mailed directly to clients with no special software required for viewing.

- Two Inventory Keys equals one Virtual Tour Key (i.e. four IPIX images)
- Four Inventory Keys equals one Film Key

## 2. Marketing Keys:

- 12 digital marketing keys for use on your own web site. To be used within 90 days of receipt.

## 3. Wizard and Multimedia Tools software and Rotator

## 4. Merchandising – Promotional Tools:

- 5 x step inside IPIX and corporate CD\*
- Power Point presentation
- IPIX Poster – corporate logo with EPP
- IPIX t-shirt
- IPIX baseball cap
- IPIX Screen savers

\* Extra merchandise is available for purchase

## 5. The Extranet – Euro Club (launch April 1999)

As a member you will receive a password allowing access to the Euro Club offering information on:

- IPIX University in Tennessee
- Press releases
- Case histories (updated monthly)
- Latest URL's using IPIX (updated monthly)
- Screen dumps
- eCommerce and Euro stats
- FAQ's
- Helpline/eline
- Competition

- IPIX Stockhouse
  - Chat room
- and much more!

## 6. Links:

A direct link to and from your company to **Fehler! Textmarke nicht definiert.**

## 7. EPP Support:

IPIX UK will assist you with pertinent leads and studio support

## EPP CONTRACT AGREEMENT

The EPP is an annual contract. Payment details are as follows:

- Initial payment of **€1,059** for the first three month period (**€353** per month)
- Subsequent months payments of **€265** per month by direct debit in arrears.
- Total cost for the year: **€3,440**  
This cost represents a significant saving on software prices before taking into account the added value services included in the package.

On signature of agreement and receipt of initial payment, you will immediately receive 70 Inventory Keys in your IPIX Store Account,, 12 marketing keys with the time scaled certificate of 90 days, promotional tools and password to access the Extranet. On receipt of your first direct debit payment (Month 4) you will receive a further 70 Inventory Keys.

A copy of your logo will also be required for use as a link to your site.

The attached price list refers to relevant hardware and software.

## 8. Camera Hardware and additional IPIX Keys Price List:

See attached sheet for prices and method of purchase

## 9. Further Information:

If you would like any further information regarding IPIX UK and the IPIX EPP, please contact: **Sonia Adamson Manager EPP**

## IPIX Price List

### Hardware

Nikon Coolpix 900 Camera / 8 Mb Flash Card	€880 Euro\$
Nikon Fisheye Lens for Coolpix	€293 Euro\$
Olympus 840 Camera with 8 Mb Smart Card	€735 Euro\$
FIT Fisheye Lens for Olympus 840 Camera	€177 Euro\$
Manfrotto Professional Tripod	€140 Euro\$

### **IPIX Keys:**

An IPIX Key allows you to save IPIX images to multiple formats. A full IPIX image can be created and previewed using IPIX Builder/Wizard software, but in order to save it, you must have Keys. The number of Keys you have remaining in your **Camera** account can be viewed on screen in the Wizard. You can buy more Keys 24hrs a day via **Fehler!**  
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### **Key Volume Sales** (After using your Inventory Keys)

The basic Digital Key price is €24Euro\$

Thereafter pricing volume offers fall only within these bands:

200 Keys costs € 4,227 Euro\$

400 Keys costs € 8,099 Euro\$

1000 Keys costs €19,366 Euro\$

2000 Keys costs €36,971 Euro\$

5000 Keys costs €88,024 Euro\$

The basic Film Key price is €89 Euro\$

Pricing offers on volume as follows:

10 Keys costs € 793 Euro\$

20 Keys costs €1,410 Euro\$

30 Keys costs €1,850 Euro\$

40 Keys costs €2,113 Euro\$

50 Keys costs €2,200 Euro\$

### **Software**

#### **IPIX Xtra for Macromedia Director** €471 Euro\$

The IPIX Xtra Plug-in is designed to work with Macromedia's Director software, to extend Director by allowing the developer to add IPIX images to projects.

UK prices quoted apply to UK only and are based on US Dollar exchange rate and are subject to change. All the Prices are ex- VAT and Shipping

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