



# Xerox Desktop Photo Kiosk in partnership with Imaxel High Margin, High Value Photo Products from your Xerox Digital Press

# Just a few steps to create high value photo products

The digital photography market is exploding. Photo businesses are delivering all sorts of products on a variety of substrates that deliver high margins. Now these products can be produced without specially trained operators via our kiosks in minutes!

The **Xerox Desktop Photo Kiosk in partnership with Imaxel** is a self service kiosk ideal for photographic retail outlets, quick print centres, colleges, universities, hotels and more. Scalable, so it can grow with your business, this is a self-service solution that allows your customers to create and order photo albums, layout sheets, photo books, calendars, greeting cards and much more.

- 1 **Capture** – your precious memories
- 2 **Create** – by combining your photos with the templates
- 3 **Print** – great images delivered by our technology
- 4 **Finished** – Personalised photo products to share with family and friends



ready in minutes!

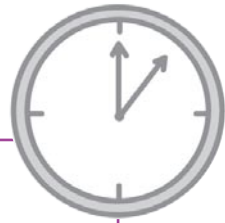


Photo ready templates for all kinds of exciting photo products



The photo merchandise market in Western Europe grew 67% from 2006-2007  
Futuresource Consulting



“Our customers love the Xerox Photo Kiosk, they find it easy to use and excellent value for money”  
Tom Cunningham, Managing Director,  
Jaycee Quickprint

According to a recent survey in Europe, almost half of all consumers who ordered photo merchandise did so through retail outlets. A growing proportion of these orders is via kiosks  
Source: Infotrends



**For further information please contact:  
Tel: 0800 787 787, [www.xerox.com](http://www.xerox.com)**

