



Taopix to Exhibit its Latest Software Platforms at PMA@CES, Las Vegas

Taopix will exhibit their latest release of Taopix Desktop and Taopix Online software for the first time in the U.S. at PMA@CES.

18th December 2013

Taopix, manufacturer of the world's leading photobook and gift software platform, have confirmed that the PMA@CES show in Las Vegas will be their first international exhibit of 2014. This will be the first time the software developer unveils the latest version of its popular Taopix Desktop product in the US. They will also be showcasing the latest version of Taopix Online, their new HTML5 based designer.

Visitors to the PMA@CES at The LVH hotel (formerly the Las Vegas Hilton) can find Taopix at booth #41011 from the 7th – 10th January 2014. Here they will be able to see the very latest version of the popular Taopix Desktop software (Version 4), which will be on show for the first time in North America at the Las Vegas trade show. Featuring the Taopix Desktop Designer professional Album Design software, still ever popular within the photography and pro-labs markets, Taopix Desktop comes with a new intuitive, user friendly shopping cart interface and several enhancements across all aspects of the system. Taopix Desktop also includes a comprehensive production module and powerful Product Management Platform as standard. Version 4 has been specifically designed to make the design, ordering and manufacturing of photobooks, calendars, proof books, single prints, wall art (and more) even simpler!

Taopix will also showcase new Taopix Online for the first time since its official launch at Print 13 in Chicago. The latest release of this entirely browser based platform supports 18 languages and includes new user interface features. Taopix Online works across a range of devices, including iPad and Android and is designed to complement Taopix Desktop.

Gadi Kovarsky, Vice President for Taopix Americas says;

'We're very excited to be exhibiting at PMA@CES. This is the first time Taopix will be exhibiting both a downloadable designer application, Taopix Desktop, and Taopix Online our new browser based application and we look forward to showing the latest versions of both, for the first time in the U.S.

As a member of PMA, we recognise the value it has for ourselves and our customers – many of whom will be attending the Las Vegas show too. We enjoy PMA events and are particularly looking forward to the opportunities it presents us to catch up with our business contacts there. Taopix are a



global company and from our US offices we work with many different types of businesses across North and South America. The photography and photo-imaging markets are of real importance to us - we currently work with some of the biggest pro-lab customers in North America.

Zoe Hartill, Marketing Manager for Taopix said:

‘When designing both Taopix platforms, we worked with many of our existing customers in diverse markets but specifically those businesses operating within the photo imaging and pro-lab space. We wanted to focus our software on providing both an enhanced User Experience for our business customers and their customers, the end users who use our software every day; whether that’s a photographer or a consumer. The Taopix Desktop software platform has always been particularly favoured by the professional and amateur photographer; a download application can handle hundreds of pictures being uploaded at once and Taopix Desktop includes a range of tools that allow the photographer to work on advanced photo projects with ease. It’s also interesting, however, to see the rise in demand for Online photo album Designer applications that can be accessed anywhere from mobile devices - the new Taopix Online product allows you to do this with ease.’

This coming from a company whose main slogan is ‘Profit from Pictures’, it’s little wonder they have chosen to make their first exhibit of 2014 a PMA show!

About the Taopix Platform:

Taopix is the world’s leading photobook and photo gift software platform. Taopix has become the platform of choice for many of the world’s leading pro-labs. Tailored for pro-labs and print customers who are looking for a robust, complete software solution, Taopix allows you to sell and produce professional albums and photobooks and an unlimited range of photo merchandise. Specifically designed for your business, Taopix empowers you photographer customers by giving them an easy to use design experience with secure job submission.

For more information see attached Taopix Pro-Labs Marketing Brochure.doc or visit our website: **taopix.com**. To find out more about Taopix the company visit: **taopix.com/taopix-the-company**

Media Contact: Zoe Hartill, Marketing Communications Manager, **zoeh@taopix.com**, +44 (0)845 017 8660

