



Taopix to debut Taopix Mobile in the US with their Version 5 photo gift software platform

Taopix will be debuting Taopix Version 5 products including HTML5 based Taopix Online with Taopix Mobile at Graph Expo.

September 2014

Newcastle upon Tyne, United Kingdom and Chicago, United States

Taopix, manufacturer of the world's leading photobook and gift software platform, are to show what's to come in their Version 5 release at the Graph Expo show in Chicago, 28th September – 1st October. The company, who are exhibiting at Booth 237 at the show, have announced that Taopix Version 5 will include Taopix Mobile, a new mobile web optimised designer application, which comes with Taopix Online, and their HTML5 based designer application. In addition, they will be previewing Version 5 of Taopix Desktop professional download application and some brand new photobook and gift design templates too!

On a business trip in Asia recently James Gray, CEO of Taopix, confirmed that the company plan on launching Version 5 of the popular photo gift platform with Taopix Online, Mobile and Desktop packages this quarter and that it will be available for preview for the first time in the States at Graph Expo.

Gray commented;

'Taopix Mobile comes as part of our HTML5 based Online Designer package. It is a mobile optimised web application, which takes consumers on a seamless journey from creating beautiful personalised photo gifts, to payment and shipment in as a few clicks as possible.

We've spent a great deal of time researching and focusing on how consumers want to buy and design simple photo gifts and books on their tablet and mobile devices, including how this experience differs per device. For this release of Taopix Online with Mobile, we've concentrated on dedicated user journeys for specific devices, tablets and phones and specific products; single prints, themed ready books, quick books and simple personalised photo gifts.

With Taopix Online we've focused on creating a flexible wizard tool that allows business to set up, edit and publish their own products and provide the consumer with an online photo gift design and



purchasing experience dedicated to the type of product they're purchasing and the device they are currently using. Our sole aim was to take the user on a journey that's so beautifully simple, it makes them want to come back and do it again and again.

For example, with Taopix Mobile, consumers can use our intelligent AutoFill, which means that Taopix automatically creates a book as soon as they select their photos. They can also image enhance all pictures in one-click, using our Perfectly Clear integration. We've designed mobile optimised account pages and a shopping cart to provide a fantastic, quick m-commerce experience too, with opportunities to up-sell included in the product. We've taken the same approach to tablet devices too.

What this means for businesses using the new Taopix Version 5 platform is that you can choose what products you want to sell to customers, what platform you offer it on and allow your customers to design it on a device of their choice, in a way that feels natural to them.'

It doesn't stop there! Gray revealed that the Taopix in-house development team have been concentrating on key enhancements within the back end of their photo gift software platform too.

So what's next for Taopix? Gray says; 'We've invested heavily in our in-house design and development team this year and have some exciting developments in the pipeline for 2015. Ultimately, Taopix software releases and enhancements are based on real user feedback; from listening to those who use the software on a daily basis to run their photobook and photo gift businesses. This means that the platform is designed with the needs of these businesses, and their customers, in mind! We want to provide a platform that helps our customers to profit from pictures, by providing enhancements and updates that will delight consumers and ultimately add real value to our business customers' bottom line.'

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Discover more at taopix.com

Where to find Taopix: Taopix Version 5, with Mobile, will get it's first airing in the United States at Graph Expo, Chicago; 28th September – 1st October, Booth 237. Visitors to the stand can take advantage of an exclusive preview of the latest release of Taopix Online, Mobile and Desktop too. Team Taopix will also be airing some new product and content designs that their in-house design team have been working on to coincide with the release of Taopix Version 5 later this year.

About Taopix: Taopix manufacture and sell the world's leading photobook and photo gift platform. The company was founded in 2007 by James Gray (CEO) and Kevin Gale (CTO) based on a shared vision to deliver a superior photobook platform which would give businesses within the industry the



tools to fully control their own software and hence manage their photo gift offering. This is a vision that remains at the heart of the company to date. Taopix is designed with the needs of its customers, and their customers, in mind. This is a vision that remains true throughout the company to date.

Taopix HQ is based in Newcastle upon Tyne, in the UK, with additional offices in the US, Singapore, Hong Kong, Japan and Netherlands.

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