

PRESS RELEASE: TAOPIX LAUNCH VERSION 4.3

Taopix announce the launch of their latest photo gift platform.

24th July 2014

Newcastle upon Tyne, United Kingdom

Taopix®, manufacturer of the world's leading photobook and photo gift software platform, have released the very latest version of their end-to-end software solution to the world. The brand new Taopix 4.3 release, available with both an HTML5 online designer and downloadable desktop application, is set to ensure the platform falls in line with recent technical developments affecting the world of ecommerce.

Speaking from the company's in-house development hub at Taopix HQ, England, CEO James Gray explains the extent of the new features and development work that have gone into creating Taopix Version 4.3:

'Taopix 4.3 marks a significant release for us this year. In light of recent industry news concerning online security we've made upgrades to our software platform in order to heighten security of the platform further. Our customers also have the option of using FTPS support. We've enhanced our Social Media integration, ensuring that Taopix 4.3 is compatible with Flickr's very latest API, using https, as well as the very latest Facebook integration. Additionally, we've added support for Universal Google Analytics, in line with the latest Google updates.'

Taopix currently report a customer base consisting of pro-labs, printers and marketing agencies in over 50 countries around the world, with the Taopix platform currently available in 20 languages. In addition to ensuring that the Taopix platform is fighting fit for the current technical landscape, the Taopix in-house development team has addressed specific enhancements requested by Taopix business customers.

Gray continues;



'We work in partnership with all of our customers, prioritising their requests to the existing platform by those which we've identified will make the biggest impact to their bottom line and their customer experience.'

So how does a software business, with over 2,000 storefronts, choose where to concentrate their development efforts?

Says Gray;

'It's all about what will have the biggest impact on profit for our customers. We work together and we focus on what will make them more successful. Our mission is to make it as easy as possible for our customers to make more money in the personalised photo gift space.'

Taopix Version 4.3 was demonstrated at Dscope events in Bali, Europe and Latin America recently, with Taopix continuing their sponsorship and support of Dscope events around the world. It is now available for general release to anyone looking to invest in the personalised photo gift space.

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

Discover more at taopix.com

Note: Hi res images can be made available upon request.

About Taopix the platform:

Taopix[®], is the world's leading photobook and photo gift software platform and a registered trademark of Taopix Limited. Tailored specifically for businesses operating in the photo personalisation market, Taopix is an end-to-end software solution. Businesses of all shapes and sizes use Taopix to sell and produce photobooks and unlimited personalised photo merchandise – designed by their customers.

Highly customisable and flexible, Taopix puts business users in full control of their platform including; branding, product and template creation, pricing, taxing, shipping and much more besides! Taopix empowers consumers by giving them an easy to use design experience with secure job submission.

Taopix software is available worldwide, with our current installation base including 2,000 storefronts, in over 50 countries. We support 20 languages, plus multiple currencies and payment gateways.

Find out more: <http://taopix.com/taopix-the-product>

About Taopix the company:

Taopix Limited manufactures and sells the world's leading photobook and photo gift software platform. The company was founded in 2007 in the UK by James Gray, our CEO, and Kevin Gale, our CTO. From the beginning, the Taopix platform was designed to fulfill a gap in the market. We listened to businesses that either wanted to or were already selling photobooks. Businesses who said they needed a software platform that gave them full flexibility and control. So, Taopix was born!

Taopix HQ is based in Newcastle upon Tyne, in the UK, and it's where a lot of the magic happens, including; Product Design and Development, QA, Marketing, Finance, Operations, Sales and Support. We also have a number of Sales Offices around the world. Taopix is a global company and our software platform is available worldwide – if there's demand for it, we sell it! Taopix is distributed via a dedicated, network consisting of our own global sales team and our lovely distributors. We also have support from a strong channel of partners including HP, Konica Minolta and Canon.

Find out more: <http://taopix.com/taopix-the-company>

Watch the video: <http://taopix.com/taopixhq-video>