

PHOTODEX CORPORATION

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Headquarters
Austin, Texas

FOUNDED

1987

URL

www.photodex.com

Photodex Corporation is, and always has been, 100% privately owned with no venture funding.

Pioneers of try-it-before-you-buy-it software marketing, Photodex Corporation has been selling products worldwide since 1991.

The ProShow product line has received numerous awards and critical acclaim from top industry publications around the world.

Based in Austin Texas, Photodex Corporation develops innovative imaging and media applications that help computer users worldwide organize and use their digital content effectively and creatively. Photodex focuses on providing powerful and easy-to-use Digital Imaging Software.

Photodex believes consumers want quality products to use with their digital content. Photodex produces and provides only the best slide show and content management tools, with customer satisfaction in mind. The ProShow, CompuPic and MediaSource product lines prove to be market-leading software for today's digital imaging consumer.

Success Through Innovation

Since 1987, Photodex has actively published quality software using a 'customer first' technical approach. By focusing on the technical issues necessary to meet the growing demands of today's end-users and avoiding the 'market hype,' Photodex has driven the digital imaging software market. Years before the surge in digital imaging, Photodex published the first thumbnailing image browser for MS-DOS in 1991, called GDS. Over a decade later, our latest generation of software leads the industry in speed and performance.

One of the first software publishers to successfully distribute software using the 'try-before-you-buy' model, Photodex has been perfecting this model since 1991. Through selective partnerships and strategic alliances, Photodex Corporation and the ProShow and CompuPic product lines have helped millions of users put their digital content to use. Slide show and presentation programs are a rapidly growing segment in the computer software industry. The award winning Photodex ProShow line is leading this market and sets the standard to what a slide show presentation program should be....now, and in the future.

Pioneers in the Industry

Photodex President and founder Paul Schmidt first made a name for himself when he developed a multi-user accounting system and then a CAD/CAE system, which has since become an industry standard for volumetric earthwork calculation using digital terrain modeling. He is also credited with developing Reference File for Reference Software, later acquired by Word Perfect. Schmidt even made significant contributions to the video gaming world. His work for Maxis, a video game publisher (now wholly owned by Electronic Arts), include SimEarth® and A-Train® both top 10 selling games and sales record holders.

With origins in image content CD-Rom production through the development of DOS, Windows, Mac OS, Linux and Unix viewing and management software, Photodex has always been an integral force in defining the digital and online market. Development of the first thumbnailing viewer in DOS set the imaging utility standard for the graphics market.

Other considerable advancements that Schmidt has forged in the technology world include the development and implementation of hardware protection devices for software ("hard-locks" or "dongles") and industrially hardened touch screen systems for automated machine control applications on large earth-moving equipment; all of which is currently in use worldwide in mission critical environments. Also credited to his expertise is the development of the first DOS thumbnail viewer (GDS), a market that Photodex continues to support with the most advanced content imaging programs available.



Photodex Corporation created a new class of software with the ProShow line, which was first consumer application to allow users to create slide shows in all the standard formats from a single application.

Photodex products are currently used by both the F.B.I. and the United States Military.

The ProShow and CompuPic product lines are used across all industries as the #1 choice for presentation composition and content management.

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Expanding Product Offerings

Photodex Corporation offers a number of digital imaging solutions for the consumer and professional user.

ProShow

The ProShow product line provides powerful, easy-to-use presentation and slide show creation with professional quality. ProShow is available in three versions: Producer, Gold and Standard. ProShow Standard is the entry-level solution for photography enthusiasts who are interested in creating photo slide shows. ProShow Gold adds additional functionality, including higher quality output to DVD, motion effects on slides, and gives consumers the ability to stream slide shows on the Web. ProShow Producer is the first professional slide show application of its kind. Professionals can create highly customized, quality shows with exceptional ease-of-use. ProShow Producer incorporates new pro-tools that streamline workflow and allow professionals to get more work done in less time.

ProShow MediaSource

ProShow MediaSource is a collection of royalty-free content for use in ProShow slide shows. Consumers choose from a rich assortment of high-quality image and video backgrounds, title slides, soundtracks and audio clips, photo borders, show templates and DVD menus. All content is specifically designed for use with the ProShow line, optimized for quick and easy incorporation into slide shows.

CompuPic

Since its first release in 1995, CompuPic has continued to be the digital content manager of choice for discerning computer users. Designed for both the experienced graphics enthusiast as well as the novice user, CompuPic lets the user quickly and easily thumbnail, view, catalog, edit, convert, print and manage graphic, video and sound files. CompuPic is available in three versions. CompuPic Pro, targeted towards professionals, provides additional power and functionality. CompuPic (standard), includes speed and functionality that meets the demands of novices and power users alike. CompuPic Express offers a streamlined browsing and viewing experience.

Reaching New Markets

- **Professional Photographers** know that the right tool makes all the difference and for pro photographers, that tool is ProShow Producer. From digital proofing to high-end multimedia slide shows, ProShow Producer has introduced photographers to a new way of presenting their images to the world.
- **Photography Hobbyists** who are enthusiastic about their photos use ProShow Gold to show-off their best shots. They have found it is the best way to share images with their friends and family.
- **Business Professionals** have learned to dodge bullet-point boredom by creating dynamic, multimedia slide show presentations with ProShow Producer. With powerful tools and award-winning output, Producer has proven to be a winner for those who want to spice-up their presentations.
- **Web Developers** use ProShow Producer for their web sites and projects to create Flash animations, movies for web playback, banner ads and more.
- **Real Estate Agents** and **Real Estate Companies** use ProShow Producer to show-off their homes for sale or rent. They can reach a wide audience by creating a slide show of homes for sale. They can post the show online, hand out DVDs to potential buyers, or create CDs for hassle-free PC play-back.
- **Educators** at all levels have found ProShow Gold to be an irreplaceable tool for the classroom. Creating interactive book reports, class photo albums, and documentaries is easily done with a minimal learning curve.

