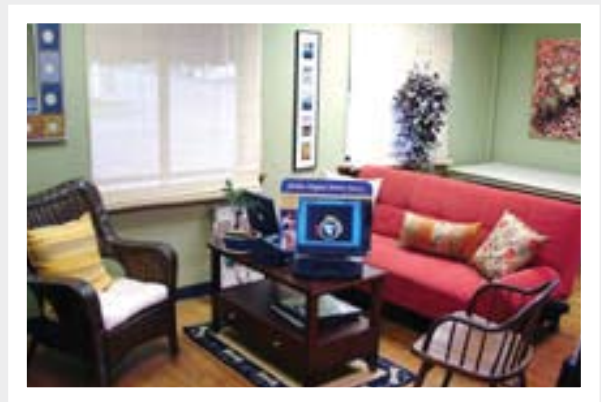


Lucidiom APM Customer Profile: Café Click—Creating a Home Away from Home for Customers

Elm Street Photo developed Café Click for its Waterville and Augusta, Maine stores. With hardwood floors, isolation glass, furniture from Pier 1 and Target, indirect lighting, a child's play area, soft music, and complimentary coffee and tea, Café Click lets customers relax and sort through their hundreds of digital photos—just like they would at home!

"We've totally differentiated ourselves from the big-box retailers and created something unique and inviting for our customers," said Elm Street Photo President John Goodine. "We've used the digital revolution to fashion a whole new service and environment for our customers and a new profit center for us."



Supporting Café Click is the Lucidiom APM Network. Each APM, regardless of kiosk manufacturer, is hooked into the Internet-based network so Goodine can see how the kiosk is performing and what types of services his customers need. And thanks to the APM Network, Elm Street Photo created its own online photofinishing service through Lucidiom's APMphotos.com website.

"The rapid transition from film to digital has changed the dynamics of our business dramatically," commented Goodine. "To stay on top of our industry and maintain the highest customer retention in the digital age, we chose the Lucidiom APM Network to support Café Click."

Lucidiom's APMs support every digital media type and incorporate Bluetooth and infrared technology for easy camera-phone support. Customers can choose singles, doubles and index prints, or burn images to CD with Trevoli's award-winning PhotoFinale 3.0. On a single page, customers can order multiple sizes with the touch of a finger, vastly increasing the odds of impulse enlargement sales. Plus, with Lucidiom's Photo IQ software, consumers get the best photos possible by deploying red-eye elimination, cropping and image enhancement.

Elm Street Photo customers can go beyond 4x6 prints and create package prints and photo gifts. Customers also can print bordered or borderless photos and put them in templates for greeting cards, magazine covers and scrapbooks. And they do all of it at the Elm Street Photo-branded APMs.