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**LUCIDIOM KIOSK SOFTWARE WINS
INTERNATIONAL CES INNOVATIONS AWARD**

***New Kiosk Software Expands Consumer Product Options and Profit
Opportunities for Photo Retailers***

New York City, NY, November 15, 2005 – Lucidiom Inc., creator of the original Automated Photo Machine (APM), won a 2006 International CES Innovations Design and Engineering Award for its kiosk software, APM 3.0, which helps retailers and their customers make high-quality digital prints quickly and easily.

The Innovations Design and Engineering Awards program recognizes the most innovative consumer electronics products in 30 categories. Lucidiom's APM 3.0 software was named an Innovations Honoree within the Retail Resource category.

"We're thrilled to win the Innovations award, which validates how Lucidiom's software helps the photo retailer work smarter and faster so they can enlarge their product offerings and boost their profits," said Lucidiom President and CTO Steve Giordano, Jr. "As the brains behind Lucidiom's original Automated Photo Machines, our robust software lets the retailer manage all its APMs online from any location and handle every business need—from business analysis, workflow, pricing and printing to marketing, store expansion and customer support."

With APM 3.0 software, retailers can enhance their customers' experiences in developing digital photos. Lucidiom's APMs support every digital media type and incorporate Bluetooth and infrared technology for easy camera-phone support. Consumers can choose singles, doubles and index prints, or burn images to CD. 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 the integration of Lucidiom's Photo IQ suite, consumers get the best photos possible with red-eye elimination, cropping and image enhancement. Consumer can go beyond 4x6 prints to create passport photos, greeting cards, scrapbook pages, package prints, enlargements and gifts, as well as scan in old photos.

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On the business management side, the APM 3.0 software allows retailers to create promotion packages and customer coupons. They can manage store workflows and fulfillment, creating premium and standard fulfillment orders for their customers. They can print photos to any of their stores. Plus, the software works with Lucidiom's ProfitWatcher reports so that retailers know how their APMs are performing and what their customers prefer.

The new user interface built into APM 3.0 offers several customization options, allowing retailers to change the look and feel of the ordering screen with the click of a button. Thus like all of Lucidiom's products, every APM can be branded to fit each store's style.

Lucidiom will be showcasing its APM 3.0 software within Flash Forward 3.0 at the 2006 International CES on Friday, January 6 at the Sands.

CES attendees also can experience the software themselves and create their own mementos of their experiences at CES using Lucidiom's APMs. Show attendees can print custom greeting cards and scrapbook pages, as well as make standard 4x6 prints, for *free* at six APMs located at North 1, Central 2 and South 3 LVCC hall entrances. The APMs work with any digital media and print photos in less than two minutes.

Note to media: Photos of the APM 3.0 software in action are available for editorial use. Contact Lisa Fasold, lfasold@lucidiom.com

About Lucidiom

Lucidiom Inc. is the worldwide provider of more than 10,000 intelligent, networked digital photo solutions and creator of the original Automated Photo Machine (APM) – a self-service digital photofinishing kiosk. Lucidiom's advanced APM Network™ equips retailers with flexible, customizable photo category products and services that allow individual business visions to become profitable consumer realities. Businesses large and small, Fortune 100 companies and independent photofinishers, rely on Lucidiom for APM Network data and millions of prints each month. More information about how Lucidiom is bringing business into focus is available online at www.lucidiom.com.

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