

PHOTOXPOR'T 'ID'-EA OFFERS PASSPORT TO PROFIT

Not content with recently adding Citizen's SnapFoto to its already successful Noritsu wet and dry lab distribution model, PhotoXport has a further innovation aimed at helping its retail partners. MD Derek Fieldhouse introduces **ID Photos Pro 8** software to the trade...

Regular BPI News readers will be well aware of new procedures being introduced by the Passport Office this month that change and simplify the online passport application procedure. In a nutshell, the portrait of the customer taken by a photo retailer can be uploaded to the cloud and stored digitally on a secure server, where it can be later recalled using a special code, to be subsequently submitted along with the passport form via the 'magic' of the Internet. If the customer still wants a hard copy of the same photo ID image, then this is something that the retailer can choose to levy an additional charge for. In essence there is an opportunity here for photo stores to profit, both from print and a digital file, the latter of which of course costs the retailer nothing, beyond the initial investment and their time.

Into the above arena now steps PhotoXport with its own brand new, specially devised ID Photos Pro 8 software, complete with ePassport and photo code feature. It will be offering its customers a printer and software bundle, so they have all they need to start producing Passport Office-compliant photo ID.

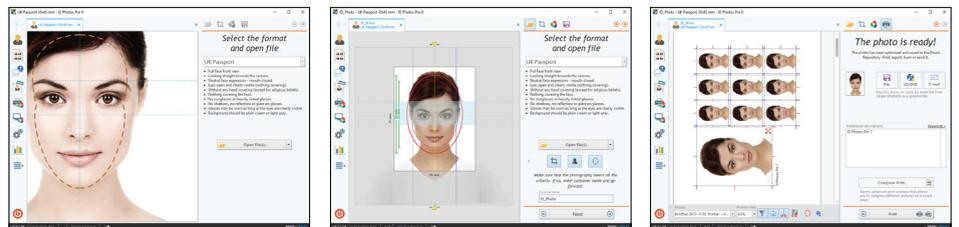
"It's been developed by Pixel Tech, one of the largest providers of Professional ID photo fulfillment with thousands of registered users globally, and we're going to be their UK partner and local distributor," PhotoXport MD Derek Fieldhouse reveals. "It's very relevant to what is happening in the marketplace. It's a piece of software, but we'll be bundling as a total solution with a Citizen printer. We anticipate there will be a lot of people who will want this feature in their store."

A FEW SIMPLE STEPS TO PROFIT

Obviously you want any software you use in your business to be straightforward, user friendly and responsive, and that's what this is. There is a simple three-step process: first select the desired ID format and take the photo in accordance with the guidelines displayed on screen. At this point the software will automatically check and process the



Crack the code... and you'll open the door to a new profit-making photo ID venture for your business, courtesy of Derek Fieldhouse and his team at PhotoXport



photo, with optional corrections possible.

If you're printing shots for the customer, next select the preferred layout template and hit the 'print' button. Alternatively, if you're supplying the ID photo to the customer for an online application, uploading the image in the correct UK ePassport digital format to secure cloud storage also takes just a couple of clicks in the software, which even displays a 'valid

until' date. The retailer can then of course print off the unique code for the ID photo the software automatically generates and give it to the customer, who can then enter this sequence to retrieve the photo when they subsequently embark on their online passport application process.

Specifically created for passport and ID photography, and using proprietary algorithms to automatically detect all relevant facial biometrics, PhotoXport's Derek believes that ID Photos Pro 8 is one of the fastest and most precise tools on the market. The claim is that only

ten seconds are needed from loading an image, to its verification, to the final print. It also has a built-in database with over 250 formats from more than 80 countries.

The system is available now for retailers who want to add ID photos to their business and make sure they are up to speed with the latest regulations. Call 0116 2675907 to place your order. www.photoxport.com



ID Photo Pro 8 advantages at a glance:

- Developed especially for passport and ID photography
- One of the fastest and most precise tools on the market
- Takes 10 seconds from loading an image, through verification, for it to be ready to print (or alternatively uploading to a secure server)
- Uses proprietary algorithms to detect all relevant facial biometrics. In addition it instantly aligns and crops the image to fit local passport requirements, detecting any potential 'issues'; such as mouth expression, sunglasses, reflections and more
- Tips are given at each stage of the process to guide the user – enabling anyone to create official ID and/or passport photos

Find out more from PhotoXport about its Citizen Photo + ID Photos Pro 8 software bundle. Call Derek on 0116 2675907