



SNAPSHOTS NEWSLETTER

The Jump Studio- A new concept

What is the "Jump Studio?"

Since Fall, Candid Color Systems has been developing a new photography concept which has met with a lot of customer excitement in early tests. The concept is called a "Jump Studio." It consists of a digital camera connected to a computer and a timing device that fires the camera automatically (no operator) every ten seconds. A large clock counts



down the seconds so that the subjects know when the picture will be taken and can jump or pose at precisely the right moment. The setup utilizes a main studio light and two background lights to provide high key illumination of the white background.

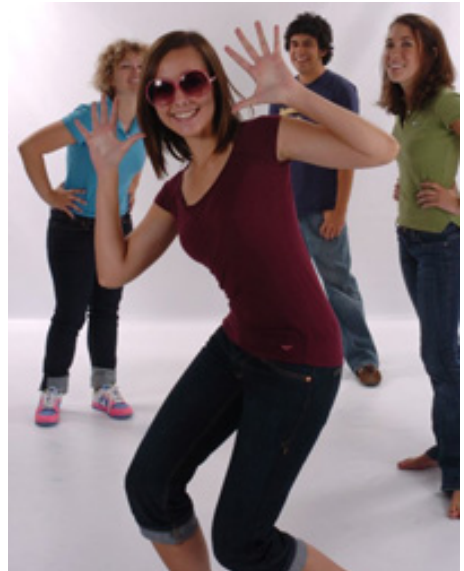
Crowd Appeal



At first thought, this might not seem like a big deal, but we have seen the "Jump Studio" draw crowds of enthusiastic participants and spectators at every venue where it has been tried. The Jump Studio becomes the "life" of the party! The act of jumping with a group is really FUN!!! But don't let the name fool you! Many users skip jumping and pose with friends or even props that we have provided. People come back and do it over and over with different sets of friends. It is a happening that cements the relationship between friends. The experience begs you to purchase a picture celebrating this moment of togetherness with friends or a significant other.

Booking Value and Differentiation from Competitors

The Jump Studio has been utilized to book Proms for Candid Color Photography, our retail division, by serving as a differentiator from competitors. It is probably valuable enough as a booking tool that it would be worth doing, but it has also resulted in some pretty significant picture sales. At a "Get Acquainted with the Jump Studio Shoot" at a local high school last week, two private parties were booked and 1500 pictures were taken. The purpose of this function was to acquaint students with the "Jump Studio" prior to their prom this Saturday night.



Project your images for more impact!

To add to the excitement we also project images from the Jump Studio onto a big screen or plasma. A large monitor displaying images can allow users to see themselves in action! Projecting images or using a large monitor on the opposite side of an event is a great way to let other attendees become aware of the Jump

Studio itself! The Jump Studio and monitor can become the main attraction!

Possible Applications for the Jump Studio

1. We can see this concept being used as a photo kiosk in a mall to generate ongoing business.
2. Another possible application is at a permanent venue, such as a large bar or club, where people could amuse themselves!
3. Special events- so far we have used it at sorority parties, two magazine cover shoots, company parties and have booked the Jump Studio concept at five proms.
4. A party planner or DJ may want to offer this service! A disc jockey in New York City is planning on using the "Jump Studio" at events which book his event services.

Sales thus Far and Charging for the Jump studio



Sales from our first 3 Jump Studio- sorority party events have averaged over \$600 in sales per event. Sales from 2 other smaller, local events have reached almost \$200 each so far. Similar set ups of "un-manned" photo operations are being rented in California at a rate of \$1500 for an evening event. This fee includes 300 prints.

Why is the "Jump Studio" an attractive concept?

What is attractive about this concept is the absence of or limited amount of labor required. The absence of a photographer seems to enhance its appeal. Customers seem less inhibited about having their picture taken when no photographer is present. This also lowers the cost dramatically. If this proves successful in a fixed venue, then the cost of transporting and setting up the Jump Studio would be extremely low. It would not take very many sales to make the concept lucrative because of the low overhead and relatively low capital investment.

What is the Cost of Doing This?

Currently, for a transportable "Jump Studio" the cost can be \$5,000, but many photographers already own several of the pieces of equipment required. So, an initial Jump Studio test could be done with very little new expense. The cost mentioned above includes the camera, three studio lights, the white background/floor, light stands & umbrellas, a low cost computer, a timer, a projector and screen (or monitor).



What is the next step?

We will keep you posted on the sales it produces and the comments we get from the event directors! We will let you know how we market our images from the Jump Studio so we can provide the best way for users to find and buy their images!

If you are interested in pursuing this concept, contact Steve Foisy at 800-336-4550, Ext. 166 or a Candid Color Systems Customer Development Representative.

Candid Color Systems offers great tools for pre-paid and speculation sports programs. We offer online proofing, online ordering, order envelopes, password cards, mailing direct to your end customer, software to print paper proofs, an amazing array of sports products, photographer order entry and over 30 years of photography experience!

For help or questions, please call Brian Speers at 800-336-4550, Ext. 251, or Dan Hays at Ext. 227.

