



Enhancing Classified Advertising with Visual Data

Rimfire Overview for Classified Ventures

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October 2, 2003



Uniquely iPIX

- ✓ Founded in 1986
- ✓ Public & Profitable
- ✓ Extensive Patent Portfolio
- ✓ Proven solutions that drive commerce
- ✓ World class, multimillion dollar imaging infrastructure



Web Commerce



Real Estate



Financial Services



Security



Autos



Publishing



Introduction to Rimfire

rimfire™

Intelligently
collect,
transform,
store, manage
and deliver
images &
associated
data in
online/offline
transactions

- Making workflows efficient by eliminating the hassle of dealing with images
 - Robust, outsourced image management solution
 - Simplest most efficient image upload method
 - Seamless integration into existing applications
 - Dynamic view capability
 - Real Time extensible transformations
- Target markets
 - Online transactions with “\$images”
 - Classified Advertising for web and print
 - Personalization
- The business model
 - Charge based on usage (we represent a variable cost)
 - Revenue sharing with partners
 - Professional services for unique features or custom applications



New Revenue Stream - eBay

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[sell your item form](#)

Sell Your Item

[choose category](#) | [item info](#) | [review](#) | [confirm](#)

[Related Links](#): [Seller Tips](#) • [Fees](#) • [Seller Services](#)

Item Information

Title
required
[learn more](#)
 45 characters max. Please no HTML, asterisks or quotes in your title.

Description
required
[learn more](#)
[learn how to add photos in your description](#)
 You can use [basic HTML](#) tags to spruce up your listing.
NEW! Please review our revised [Links and Credits](#) policy.

Pictures
 Add your pictures using eBay Picture Services
[learn more](#)

Or
 Link to your own pictures using a Web site address.
optional
[Basic eBay Picture Services](#) with limited functions is also available.

eBay Picture Services
 To add a picture, click in the boxes below:
 First picture free, additional pictures \$0.15 per image:

| | | |
|--------------------------------|--------------------------------|--------------------------------|
| | | |
| click here to select a picture | click here to select a picture | click here to select a picture |
| First Picture - Free | \$0.15 | \$0.15 |

Title Bar Picture NEW! Free with Picture Services.
 Display an image of my first picture at the top of my listing. [see example](#)

Select picture layout below:

| | |
|----------------------------------|---|
| <input checked="" type="radio"/> | Standard Layout |
| <input type="radio"/> | \$0.75 Slide Show see example |
| <input type="radio"/> | \$0.75 Supersize Picture see example <small>(Supersized images must be greater than 440w x 330h)</small> |

Powered by **PIX**

Photos in listings resulting in:

- 19% higher ASP*
- 10% more bids*
- 4% higher conversion rate*
- From 8% to over 80% penetration in under 3 years
- Directly generating 10's of millions of dollars in Picture Services revenue .
- Indirectly generating hundreds of millions in increased ASP.

*John Herr, Vice President and General Manger, Technology and Business, eBay



Building an Efficient Workflow: Front End

The screenshot shows a Microsoft Internet Explorer browser window displaying the 'Recycler Classifieds - SUBMIT' page. The page includes a navigation menu (File, Edit, View, Favorites, Tools, Help), a search bar, and a list of advertising options: 'Data Headline' (\$6.50), 'Link to a Web Page' (\$3.50), and 'Photo Ad: Online Only' (\$13.00 for the first photo). A 'Powered by iPIX' logo is visible. The main content area features a grid of photo selection boxes, each with an iPIX logo and the text 'click here to select a picture'. One box contains a blue car photo, while others are empty. A yellow arrow points from the text 'click here to select a picture' to a photo of a blue car. To the right, a text box explains that ads with photos are viewed 75% more often and provides instructions on how to select and crop photos. A 'Next' button is at the bottom of the page.

On the right side of the browser window, a file explorer window titled 'autos' is open, showing a folder containing four image files: 'p1.jpg', 'p2.jpg', 'p3.jpg', and 'p4.jpg'. Each file has a small thumbnail preview of a car. The status bar at the bottom of the file explorer shows '4 object(s) 218 KB'.

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