



# Enhancing Classified Advertising with Visual Data

Rimfire Overview for Classified Ventures

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## **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** 

Press-Telegram



**Financial Services** 





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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

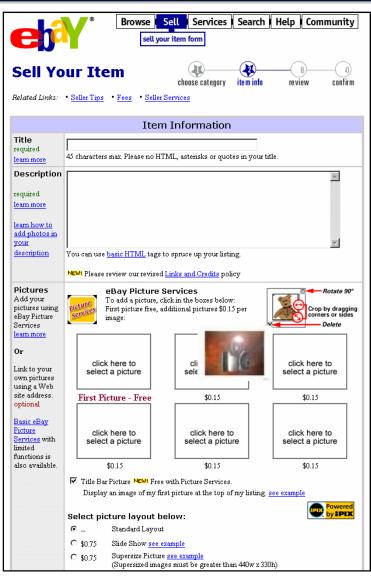
- Online transactions with "\$images"
- Classified Advertising for web and print
- Personalization

### 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



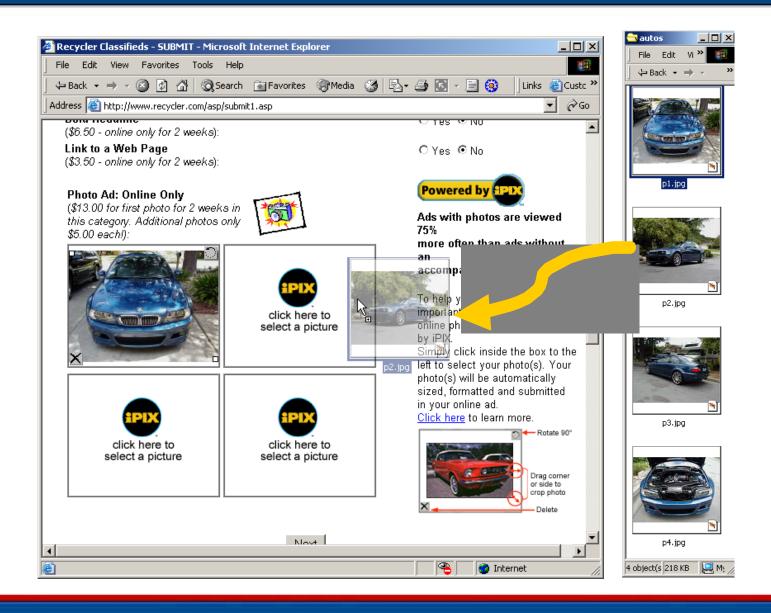
### Photos in listings resulting in:

- 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.

<sup>\*</sup>John Herr, Vice President and General Manger, Technology and Business, eBay



## **Building an Efficient Workflow: Front End**



## DOCKET

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