Pictureworks Technology Inc., Streamlines Posting of Photos to the Internet

ANAHEIM, Calif.--(BUSINESS WIRE)--Nov. 6, 1998--

Prepare & Post(TM) Service Now Means Drag-and-Drop Ease; Expands

E-Commerce and Enterprise Computing Opportunities

PictureWorks Technology Inc., a leading provider of digital imaging productivity tools, Friday announced a new technology that vastly simplifies how users post photos to a Web site, expanding opportunities in both the electronic commerce and enterprise computing markets.

PictureWorks Technology's Prepare & Post is the first productivity tool that allows users to simply click on and drag pictures from their computer desktop directly to a Web site where the new software creates a thumbnail image, then automatically processes and distributes the image to the intended recipients.

Prepare & Post is a PictureWorks service that is integrated by the site developer. Web site users can then simply drag an image from their desktop to the desired Web page in their browser. The PictureWorks software generates a thumbnail image so the user can immediately confirm that the proper photo has been selected and then converts the file to the site's preferred resolution, formatting and sizing guidelines without user intervention.

When satisfied, the user clicks on the Send Photo button and the image is automatically distributed to the site developer's server. Prepare & Post software eliminates the costly labor and design expertise required to format, size and match photos with copy on a Web site, according to Terrell Anderson, vice president of PictureWorks Technology's Network Imaging business unit.

The new technology will be implemented on selected sites during the first quarter of 1999 for use with PC-compatible browsers. Pricing will be based on site and user licensing agreements.

The first partnership integrating the new technology was also announced Friday at the National Association of REALTORS(R) (NAR) Annual Convention in Anaheim. Moore Data Management Services (Moore), a division of Moore North America Inc., the leading vendor of multiple listing services, will work with PictureWorks to develop an option for agents and brokers using its MLS/Xplorer(TM) secure Internet service to add photos directly to their real estate listings on the Web. (See partnership news release.)

From E-Commerce to Enterprise Computing -- A New Model

"Despite its phenomenal growth, from an imaging viewpoint the Web has been a one-way vehicle with developers creating sites for viewers," Anderson said. "The new PictureWorks technology allows companies on the Web to interact with their user communities on an entirely new and different level. Viewers and customers become participants who are actively engaged in adding content to the site."

With this new tool, eCommerce sites can offer users the ability to directly upload multiple photos to enhance a classified ad or supplement an online auction. In large enterprises, employees can use existing Intranets to integrate photos with claim forms or customer reports by simply dragging the image from their desktop to their browser.

For example, a field adjuster for an insurance company can upload a digital photo of damaged property into a claim report on the insurance company's Intranet for immediate access by the claim processing department in the home office.

Server-Based Solutions Simplify Web Posting

"The complexity of posting images on a Web site has been a major barrier to expanding the use of photos in eCommerce, business-to-business applications and personal communications on the Intranet. The labor costs associated with processing large numbers of photos represents an enormous investment from the site's perspective," Anderson noted.

"Prepare & Post eliminates the time-consuming task of gathering images from remote users and preparing them for distribution. People no longer have to learn a new programming vocabulary or develop a new skill to post images to a Web site."

PictureWorks Technology was founded in 1994 to pioneer new technologies in the emerging field of PC photography. A privately held company based in Danville, Calif., PictureWorks has quickly become the aggressive leader in mission-critical applications for digital imaging. This leadership has been most evident where growing numbers of businesses depend critically on the Internet for future growth.

To meet demand for its products, PictureWorks has expanded its product portfolio and distribution in six international markets. The company's products have also expanded to include horizontal applications as well as enterprise-wide client/server solutions in vertical markets such as real estate, insurance and online commerce.

For more information, contact PictureWorks Technology at 800/303-5400, or visit the company at http://www.pictureworks.com.

Moore Data Management Services is the real estate information services division of Moore North America Inc. and the premier provider of real estate solutions for MLS, brokers, and agents across North America. Every day, more than 300 real estate boards and associations rely on Moore's broad range of technology solutions to provide them with a competitive edge. The Moore Data Management Services Internet address is www.mdms.com.

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