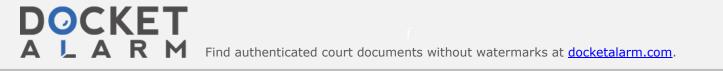


The End-to-End Imaging Solution for Content Capture and Delivery



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## **Contents**

A brief l	istory	1
The "	Chain of Pain" 2	
Enter	iPIX 2	
What is	Rimfire?	3
	-sourced end-to-end solution that collects, transforms, and deploys mill $objects$ in just seconds. 3	ions of
Intern	ationalized 3	
Easily	<i>implemented and extensible 3</i>	
Who are	Rimfire customers?	4
A few	of our stellar customers 4	
How do	s Rimfire work?	5
	: An extensible middle layer 5	
Subm	ssion Controls 5	
Behin	the scenes 6	
The Rin	fire Client	7
	n intelligence to discern the best implementation for the end-user 7	
The fi	<i>Il-browse implementation</i> 7	
The m	inbrowse implementation 10	
Rimfire	Upload Features	12
	1	

i

Rimfire

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#### Contents

Standard Upload 12	
Bulk Upload 12	
The Rimfire Server	13
Media transformation 13	
Media deployment 13	
Rimfire Central: The Server-side Architecture	14
Media server subsystems 14	
Hosting and Mirroring Services	15
Rimfire Key Benefits	16
Now its "drag-and-drop simple" to submit images into any Web site 16	
About iPIX	17
Internet Pictures Corporation 17	

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## A BRIEF HISTORY



In 1997, when most digital imaging companies were clawing for a niche in the dwindling desktop market, iPIX noticed a new challenge. On one side were markets with a need for vast amounts of digital imaging content. On the other side was a diverse base of digital imaging users, i.e., Web businesses and their consumers (end-users) who could potentially create and contribute digital imaging content over the Internet. It quickly became clear that user-generated media represented the next growth phase for the Internet, impacting many industries and applications such as:

- Remote capture, submission, transformation and distribution of dynamic image data for vertical markets such as insurance, real estate, construction, and medicine
- Inventory management
- Business communications via intranets and extranets
- E-commerce in auctions and classifieds
- Personal Web page publishing
- Communication via chat, discussion boards, and instant messaging
- Affinity groups/family sites/communities
- Photo sharing sites
- Reporters, photographers, and editors

The unifying element across all of these industries and applications was the need to collect media from a diverse user-base. However, the user-base itself posed a problem. While a proliferation of digital devices had given an increasing number of Internet users the tools to create digital images, most of these users were far from expert in imaging

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Rimfire

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