



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

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## A BRIEF HISTORY

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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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