



# Enhancing Classified Advertising with Visual Data

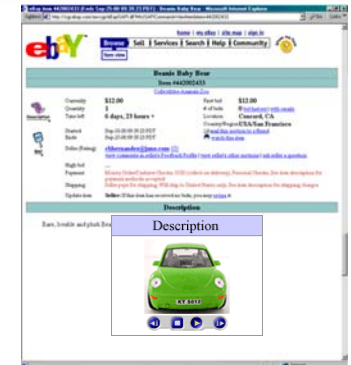
Rimfire Overview for Classified Ventures

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Internet Pictures Corp.  
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

[Browse](#) | [Sell](#) | [Services](#) | [Search](#) | [Help](#) | [Community](#)  
[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:

<p>click here to select a picture</p> <p><b>First Picture - Free</b></p>	<p>click here to select a picture</p> <p>\$0.15</p>	<p>click here to select a picture</p> <p>\$0.15</p>
<p>click here to select a picture</p> <p>\$0.15</p>	<p>click here to select a picture</p> <p>\$0.15</p>	<p>click here to select a picture</p> <p>\$0.15</p>

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:**

Standard Layout

\$0.75 Slide Show [see example](#)

\$0.75 Supersize Picture [see example](#)  
 (Supersized images must be greater than 440w x 330h)

## 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

Recycler Classifieds - SUBMIT - Microsoft Internet Explorer

Address <http://www.recycler.com/asp/submit1.asp>

YES  NO  
 Yes  No

**Powered by iPIX**

Ads with photos are viewed 75% more often than ads without an accompanying photo.

To help you get the most important information from your online photos, we've created a new feature by iPIX. Simply click inside the box to the left to select your photo(s). Your photo(s) will be automatically sized, formatted and submitted in your online ad. [Click here](#) to learn more.

Rotate 90°  
 Drag corner or side to crop photo  
 Delete

Next

autos

File Edit Vi >>

Back >>

p1.jpg

p2.jpg

p3.jpg

p4.jpg

4 object(s) 218 KB M:



# Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

## Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

## Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

## Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

## API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

## LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

## FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

## E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.