



Enhancing Classified Advertising with Visual Data

Rimfire Overview for Classified Ventures

Don Strickland, CEO
Sarah Pate, GM
Internet Pictures Corp.
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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



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:

click here to select a picture	click here to select a picture	click here to select a picture
First Picture - Free	\$0.15	\$0.15

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:

<input checked="" type="radio"/>	Standard Layout
<input type="radio"/>	\$0.75 Slide Show see example
<input type="radio"/>	\$0.75 Supersize Picture see example <small>(Supersized images must be greater than 440w x 330h)</small>

Powered by **PIX**

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

Link to a Web Page (\$3.50 - online only for 2 weeks):

Photo Ad: Online Only (\$13.00 for first photo for 2 weeks in this category. Additional photos only \$5.00 each!):

Powered by **iPIX**

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

To help you get the most important photos for your online photo ad, we've created 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

click here to select a picture

click here to select a picture

click here to select a picture

Next

autos

p1.jpg

p2.jpg

p3.jpg

p4.jpg

4 object(s) 218 KB



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

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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.

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Sync your system to PACER to automate legal marketing.