



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

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RFWP-E1-091801AA-C

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# Contents

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A brief history.....	1
<i>The “Chain of Pain”</i>	2
<i>Enter iPIX</i>	2
What is Rimfire?.....	3
<i>An out-sourced end-to-end solution that collects, transforms, and deploys millions of media objects in just seconds.</i>	3
<i>Internationalized</i>	3
<i>Easily implemented and extensible</i>	3
Who are Rimfire customers? .....	4
<i>A few of our stellar customers...</i>	4
How does Rimfire work?.....	5
<i>RSAPI: An extensible middle layer</i>	5
<i>Submission Controls</i>	5
<i>Behind the scenes</i>	6
The Rimfire Client.....	7
<i>Built-in intelligence to discern the best implementation for the end-user</i>	7
<i>The full-browse implementation</i>	7
<i>The minbrowse implementation</i>	10
Rimfire Upload Features .....	12

---

**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

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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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