



Enhancing Classified Advertising with Visual Data

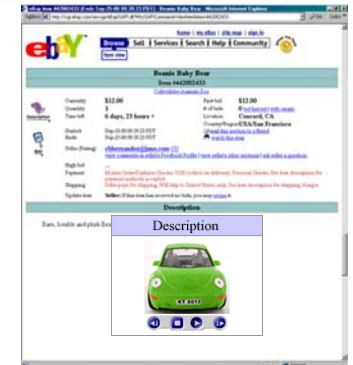
Rimfire Overview for Classified Ventures

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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:

| | | |
|--------------------------------|--------------------------------|--------------------------------|
| | | |
| 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 a tool 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

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



Explore Litigation Insights

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API

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LAW FIRMS

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

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

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Sync your system to PACER to automate legal marketing.