

Products & Services Guide



Digital Technology for:

Schools :: Sports :: Studio Photographers :: (New) Church Directories

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Digital Photography Innovations
Phone: 704.545.8469 :: Toll Free: 888.313.5090
www.dpilab.com

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WHO WE ARE...AND WHAT WE DO.

Since its inception in 1999, **Digital Photography Innovations (DPI)** has been in the forefront of design and development of digital solution applications. With the on-going changes in digital technology, our company is committed more than ever to being the industry's leading edge provider of digital technology solutions.

DPI's team of highly experienced professionals possess a broad range of expertise. This tremendous resource has enabled DPI to become a leader in the design and development of digital applications for the professional photographer and digital labs. Our corporate commitment, coupled with our resource team's talent has resulted in the development of DPI's state-of-the-art production facility which is dedicated solely to digital processing.

DPI, as a recognized leader in digital innovation, gives due credit to the impact that industry acceptance of OzEWare™ has had on its reputation in the digital field. Among OzE™'s many benefits, two have become stand out features among professional photographers: 1. OzE™ provides a totally integrated workflow from photography to processing, and, 2. OzE™ has shown that customers appreciate the well organized, high quality image presentation. Many photographers report its influence on producing a higher portrait sales. These benefits notwithstanding, OzE™'s has achieved broad based acclaim for the seamless integration that it provides; from photography to processing, which, for the first time, enables the photographer to have complete creative control over finished portraiture.

A variety of modules available for plug-in enables OzE™ to meet a range of market requirements: from traditional school and sports photography to the newly introduced church pictorial directory market.

It's safe to say that there's no end in sight to the solutions that DPI can bring to the digital experience of photographers and labs.

WELCOME TO DPI

DPI as has been noted, is committed to designing and developing solutions that will assist the professional photographer and digital lab in their continued digital quest. This solution oriented approach was not only the cornerstone for DPI's founding in 1999, but remains the focus of our efforts today. We felt that our commitment then and now, is to design and development of products and services that allow the photographer to provide a full array of services to the varied and continually evolving markets they serve. We have been well served by a concerted focus on digital only and will pursue this course going forward. We believe that this focused approach will continue to produce the best results when applied to the complete process: from photography through processing.

A good example of the benefits of a focused approach is our design and development of OzEWare™ Software. This product, and its growing acceptance, has no doubt played a great part in boosting recognition of our design, development capabilities. (www.ozeware.com). Among its many features, professional photographer find the seamless integration that OzE™ provides from photography through processing a tremendous help.

As digital has obtained universal recognition, we understand that this means more, not less, changes in the marketplace. As such, we believe we're on target by placing our emphasis helping photographers and labs meet constantly changing customer expectations. One area that we believe adds immediate value is the delivery process. As president of DPI, I feel strongly about this area to the extent that I continue to give my personal commitment that if you submit your portrait product order with DPI following the guidelines outlined in OzE™ software that:

WE WILL DELIVER YOUR ORDER IN THE AGREED UPON TIME OR YOUR ORDER IS FREE.

We appreciate you, and we are grateful for the opportunity to serve your digital photography needs. We welcome your comments and suggestions that we might always discover ways to serve you better.

Sincerely,

Ed Tepera
President
DPI, Inc.

GENERAL INFORMATION

OFFICE INFORMATION

4403 Lebanon Road | Charlotte, NC 28227 | **Phone:** 704.545.8469

Toll-Free: 888.313.5090 | **Fax:** 704.545.8255 | **E-mail:** info@dpilab.com

DPI LAB — HOURS OF OPERATION

Monday - Friday

9:00 am — 6:00 pm EST

(Lab is closed on Saturday, Sunday and major holidays)

SUBMITTING YOUR ORDERS TO DPI

Please contact DPI's Administrative Office and establish an account prior to submitting your order(s) the first time. You receive a NEW ACCOUNT PACKAGE. Also, OzE™ software is provided free of charge to photographers using DPI for their order processing. OzE™ has been designed to make the order process simple and quick as

1 View 2 Select, and 3 Order

OzE™ orders may be sent to us in the following ways:

- Send CD using OzE™ CD Creation Function
- Send OzE™ orders using our FTP site

For non-OzE™ orders, please contact our main office.

FINISHED ORDER SHIPPING

DPI ships all orders as either UPS (Standard Service) or Airborne (Ground Service).

Actual shipping charges for the respective carriers is applied to each shipment along with a standard \$4.00 packing charge per shipment.

SHOULD THERE BE SHIPMENT DAMAGE

Although damaged shipments are rare, should you experience a damaged shipment from either UPS or Airborne:

- ◆ Keep the entire package (contents and packing) for claims inspection.
- ◆ Please call our main office for assistance in filing a damage claim report and to initiate reprint procedures.

LAB ORDER REMAKES

DPI will make every reasonable and customary effort to insure that product quality meets or exceeds our quality control standard and that it meets your expectations as well. Upon receipt of your order, should you find a remake required, please use the procedures outlines in your New Account Kit that we provide.

DPI reserves the right in its sole discretion to refuse any remake request that it determines as having met the industry quality standard or that in its judgment was produced in accordance with the photographer's requested instructions [so long as the requested instructions are achievable based on the quality of image submitted for production].

Remake Requests, to be considered for processing, must be received by DPI within **five (5) days** of order receipt by the photographer.

DELIVERY TIME

Normal delivery for OzE™ based orders is **five (5) working days**. During peak seasons of **October-November and April-May delivery times may be extended by up to ten (10) working days**.

RUSH CHARGES

Rush order charges are applied as shown below. The Rush Order charge is applied to the total cost of the order. The Time Table for Rush Orders does not include shipping time to and from the lab, nor the day of order receipt by DPI.

Time Table and Charges Applicable to Rush Orders

1 day turnaround requested	=	100%
2 day turnaround requested	=	75%
3 day turnaround requested	=	100%

COPYRIGHT POLICY

DPI recognizes and abides by all copyright laws. Therefore, our policy prohibits the reproduction of any photograph that bears a copyright symbol, studio / photographer logo or name, or in our sole discretion appears to have been produced by a professional photographer.

LIMIT OF LIABILITY

DPI will make every reasonable and customary effort to insure the safe and proper handling of client orders and the property accompanying such orders upon our receipt. Clients recognize and agree by virtue of placement of their order with DPI that they and/or customer does hereby hold harmless DPI and/or its employees for any loss or damage to a client or customer order and any accompanying property regardless of whether such loss resulted from negligence, intentional or otherwise on the part of DPI and/or its employees. In summary, the client understands that by placing their order with DPI accepts no compensatory responsibility for the loss and/ or damage of product or property submitted for order, regardless of whether such loss occurs due to negligence or not.

TEMPLATES FOR COMBINATION SHEETS

The following templates for combination sheets are available. For additional combinations, contact the customer service department.

Sheet Code Chart

6x(2) = (2) 4x6	20x = (1) 20x24
5x5(4) = (4) 5x5	23x = (1) 20x30
5x5(1) = (1) 5x5	1x(16) = (16) Mini Wallets
2x(8) = (8) Wallets (2.5x3.5)	2x(4) = (4) Wallets
3x(4) = (4) 3.5x5	3x(2) = (2) 3.5x5
3.5x5 = (1) 3.5x5	4x(2) = (2) 4x5
4x(4) = (4) 4x5	5x2x = (1) 5x7 (4) Wallets
4x5(1) = (1) 4x5	5x3x = (1) 5x7 (2) 3.5x5
4x6(1) = (1) 4x6	5x4x = (1) 5x7 (2) 4x5
5x(2) = (2) 5x7	4x2x = (2) 4x5 (4) Wallets
5x7(1) = (1) 5x7	4x1x = (2) 4x5 (8) Mini Wallets
7x10 = (1) 7x10	3x2x = (2) 3.5x5 (4) Wallets
8x8 = (1) 8x8	3x1x = (2) 3.5x5 (8) Mini Wallets
8x = (1) 8x10	2x1x = (4) Wallets (8) Mini Wallets
8x12 = (1) 8x12	5x1x = (1) 5x7 (8) Mini Wallets
10x10 = (1) 10x10	321x = (2) 3.5x5 (2) Wallets (8) Mini Wallets
10x = (1) 10x13	532x = (1) 5x7 (1) 3.5x5 (2) Wallets
11x = (1) 11x14	
16x = (1) 16x20	
1x(8) = (8) Mini Wallets	

Color Printed Proofs

- ◆ 4x5 ID Proof
- ◆ 4x5 Proof
- ◆ 4x6 ID Proof
- ◆ 4x6 Proof
- ◆ 5x5 ID Proof
- ◆ 5x5 Proof
- ◆ 5x7 ID Proof
- ◆ 5x7 Proof

SERVICES

We have a large variety of digital services:

- ◆ Digital printing
- ◆ Sports products
- ◆ Special services
- ◆ Volume package printing
- ◆ School products
- ◆ Church pictorial directory

DIGITAL PRINTING

“AS-IS”

The work is printed as received from the client. Cropping and data are entered by the client. There is no lab color correction, nor retouching at this service level. There is no charge for images using OzE™ Effects (illustrated below).

Please Note: Processing and Production Charges as well as various added services charges all reflect use of OzE™ software for order submission.

Half Sheets	\$.43
Standard Sheets	\$.85
10 x 13	\$1.36
11 x 14	\$3.40
16 x 20	\$6.80
20 x 24	\$10.20
20 x 30	\$12.75



OzE™ Effects

“STANDARD PRINT SERVICE”

The client enters cropping and data information. There is no additional charge for images ordered using the OzE™ Effects. Retouching services are available with Standard Print Service. Color correction is averaged across the job.

Half Sheets	\$.72
Standard Sheets	\$1.40
10 x 13	\$2.24
11 x 14	\$5.60
16 x 20	\$11.20
20 x 24	\$16.80
20 x 30	\$21.00



“DELUXE PRINT SERVICE”

Retouching of catch lights, minor blemishes and skin imperfections are included in the price of the deluxe service. All images are individually color corrected across the job.

Half Sheets	\$1.15
Standard Sheets	\$2.25
10 x 13	\$3.60
11 x 14	\$9.00
16 x 20	\$18.00
20 x 24	\$27.00
20 x 30	\$33.75

SPECIAL SERVICES

PRINT MOUNTING

5x7	\$2.00
8x10	\$2.75
10 x 13	\$3.00
11 x 14	\$3.00
16 x 20	\$7.00
20 x 24	\$14.50
20 x 30	\$16.00

COLOR TINTING OF PRINTS

Color tinting is done on black & white or sepia tone portraits. An artist fee is added to the cost of the print. The color tinting basic fee includes: tinting of eyes, cheeks and one other item. Additional items can be tinted for an extra charge.

Color Tint Basic Fee	\$25.00 plus the cost of the print
Additional Items	\$5.00 each



SENIOR RETOUCHING

“LIGHT TOUCH”

This service includes removal of minor facial blemishes and skin imperfections as well as camera spots.

\$2.50 per image

“DELUXE”

This service includes removal of camera spots, correction of facial blemishes and imperfections, toning down the facial shine, softening under eyes and smoothing the complexion. **\$5.00 per image**



SPECIAL RETOUCHING SERVICES

Fix strap and tan lines	\$7.00
Fill in area	\$7.00
Stray hair removed	\$5.00
Braces removed	\$25.00
Whiten teeth	\$7.00
Remove eyeglass shadow	\$7.00
Remove facial shine	\$7.00
Remove small objects from image	\$7.00
Remove glass glare (50% or less of eye is covered)	\$12.00
Remove glass glare (50% or more of eye is covered)	\$25.00

Please call our office for price estimates on other special requests.

CHURCH PICTORIAL DIRECTORY PRODUCTS

OzEChurch™ module

OzE software is provided **FREE** for directory shoots when DPI Lab processing is used. There is a \$100 charge for each church promotion where DPI Lab Processing is not used. You must call for activation code for use of the software with each promotion.

“STANDARD PRINT SERVICE”

The client enters cropping and data information. There is no additional charge for images ordered using the OzE™ Effects. Retouching services are available with Standard Print Service. Color correction as necessary.

Half Sheets	\$.64
Standard Sheets	\$1.25
10 x 13	\$2.00
11 x 14	\$5.00
16 x 20	\$10.00
20 x 24	\$15.00
20 x 30	\$18.75
Directory only image/ color correction	\$0.50

“DELUXE PRINT SERVICE”

Retouching of catch lights, minor blemishes and skin imperfections are included in the price of the deluxe service. All images are individually color corrected across the job.

Half Sheets	\$1.15
Standard Sheets	\$2.25
10 x 13	\$3.60
11 x 14	\$9.00
16 x 20	\$18.00
20 x 24	\$27.00
20 x 30	\$33.75
Directory only image/ color correction	\$.50

SPECIAL RETOUCHING SERVICES FOR CHURCH PRODUCTS

“LIGHT TOUCH”

The service includes removal of minor facial blemishes and skin imperfections as well as camera spots. **\$2.50 per image**

“DELUXE”

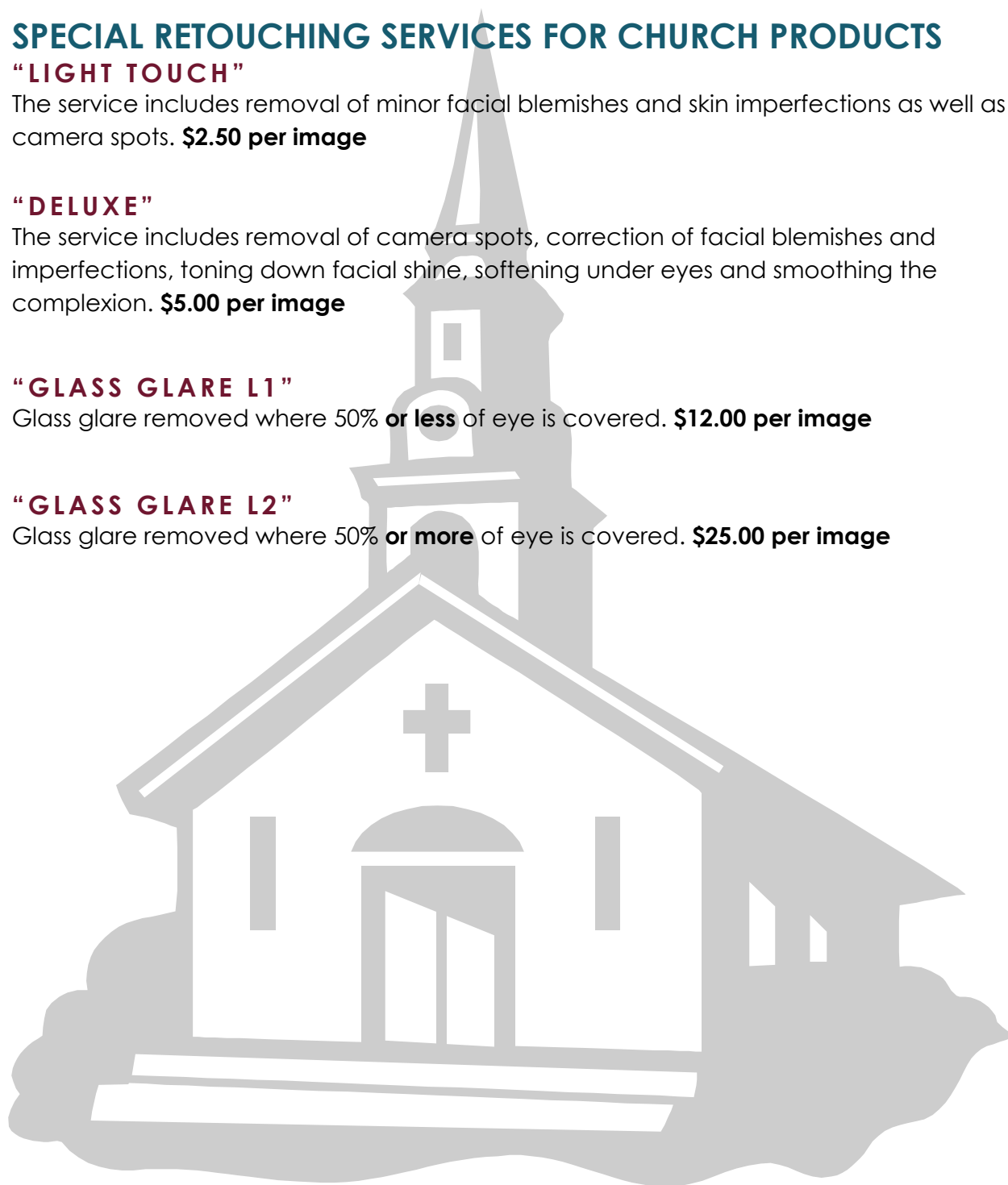
The service includes removal of camera spots, correction of facial blemishes and imperfections, toning down facial shine, softening under eyes and smoothing the complexion. **\$5.00 per image**

“GLASS GLARE L1”

Glass glare removed where 50% **or less** of eye is covered. **\$12.00 per image**

“GLASS GLARE L2”

Glass glare removed where 50% **or more** of eye is covered. **\$25.00 per image**



SCHOOL PRODUCTS

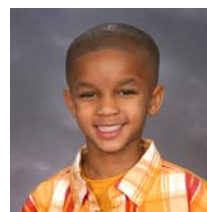
DAYCARE, ELEMENTARY, UNDERCLASSMAN

Pricing includes color correction for optimum color and density, package printing and individual quality inspection. There is no additional charge for Black and White prints and borders for wallets. (Volume requirements apply. Please call for information.)

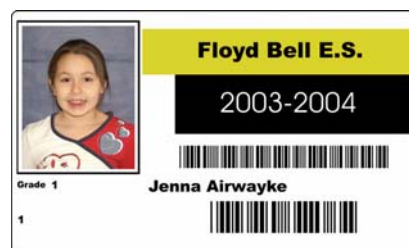
10x13	\$1.75
Full Sheet (8x10, 7x10)	\$1.15
Half Sheet (4x10, 3.5x10)	\$.60
8x10 Group	\$1.15
5x7 Group	\$.60
Digital 8x10 Group (Personalized with school colors)	\$1.50
Digital 10x13 Group (Personalized with school colors)	\$2.10
Digital Memory Mate Class/Team Group with Individual	\$1.50
Digital Funpacks A combination of 4 bookmarks, 3 bag tags and 6 key chains Double-sided, laminated, die-cut	\$3.00
I.D. tags	\$.75



Custom Borders & Edges



School Shot



School ID Cards

Digital School Trading Cards (8) Personalized, double-sided, die-cut	\$5.50
Digital Retouching (Removal of minor blemishes and camera spots)	\$2.50 per image
PERSONALIZATION OF WALLETS	
Entered by client	FREE
Entered by DPI	\$.25



Underclassmen Packaging

Packaging includes packing your orders into individual DPI envelopes or client's custom envelopes. All envelopes include student and package identification labels.

Inserting Proof Envelopes and Promotional Inserts

If needed, we can insert the proof envelopes and promotional inserts into the individual package envelopes.

Packaging Prices (per package)

Packaging	\$.17
Insert Proof Envelopes	\$.03
Additional Inserts	\$.05
Additional Labels	\$.05
Mailing Labels	\$.05

FUNPACKS



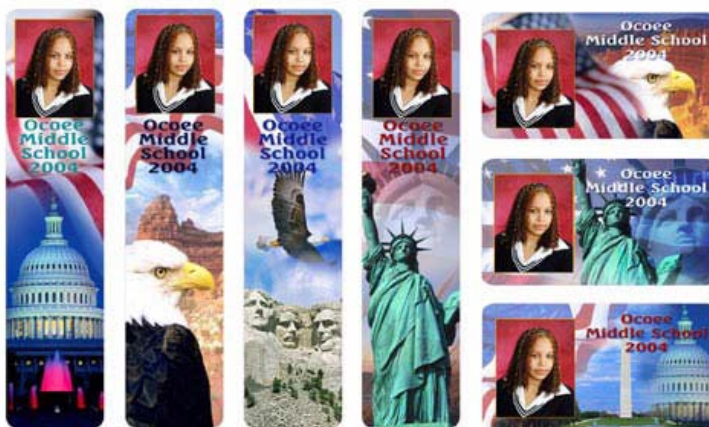
Book Marks

Bag Tags



Key Chain Tags

Wildlife



Bookmarks

Bag Tags



Key Chain Tags

Patriotic

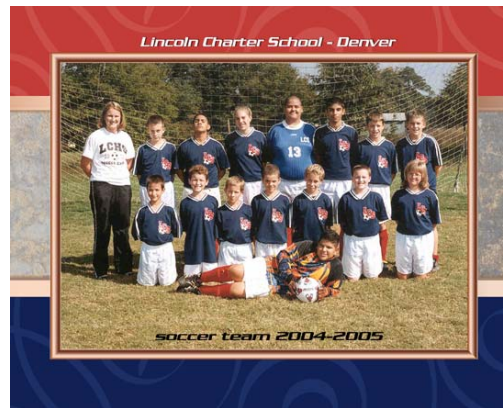
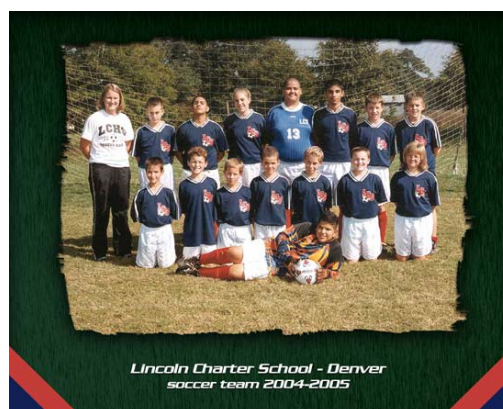
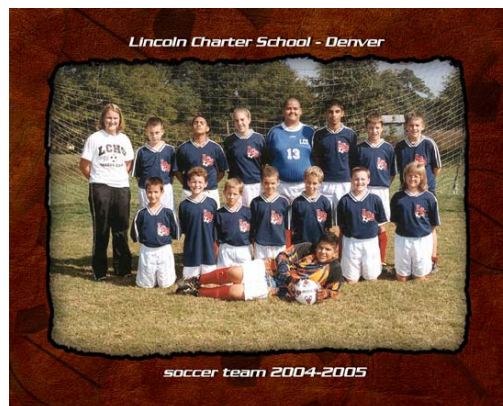
DIGITAL GROUP BORDERS



**CUSTOMIZED TEAM
PICTURES WITH
MATCHING SCHOOL
COLORS**



DIGITAL GROUP BORDERS



SENIOR PORTRAITS

This service includes individual color correction on each image.

Full Sheet (8x10, 7x10)	\$2.25*
Half Sheet (4x10, 3.5x10)	\$1.15*
*For senior retouching cost refer to Retouching Services.	
Personalization of wallets entered by client	FREE
Personalization of wallets entered by DPI	\$.25/image
Die cutting of wallets	FREE



SPORTS PRODUCTS

Service includes color correction for optimum color and density, package printing and individual quality inspection. DPI also offers a great variety of personalized digital sports products at very reasonable prices.

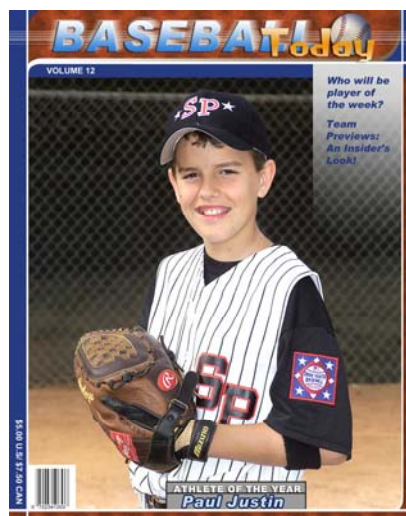
10x13	\$1.85
Full Sheet (8x10, 7x10)	\$1.25
Half Sheet (4x10, 3.5x10)	\$.65
8x10 Group	\$1.25
5x7 Group	\$.65
Digital 8x10 Group	\$1.75
Digital Memory Mate (8X10)	\$1.75
Digital Memory Mate (10X13)	\$2.25
Digital Magazine Cover	\$1.75
Digital Calendar (8x10)	\$1.75
Digital Trader Cards (8)	\$5.50



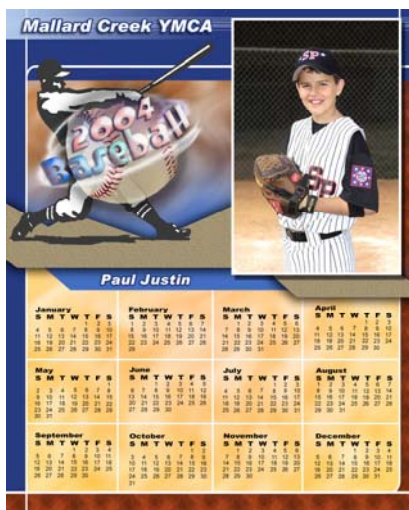
Digital Magnets (2) Personalized, 3.5x5	\$2.20
Bag Tags (2) Personalized, double-sided	\$2.20
Photo Buttons (2) 3" in diameter	\$2.20



Digital Memory Mate (8x10)



Magazine Cover



Digital Calendar (8x10)



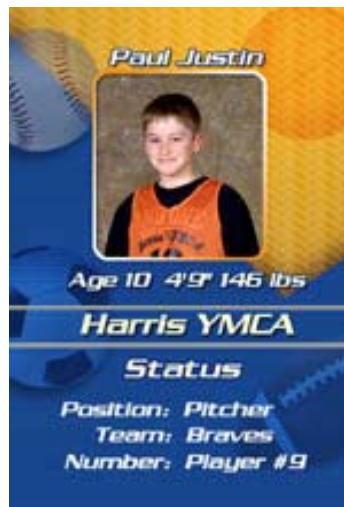
Key Chains

Bag Tags

Bag Tags, double-sided Set of two (2)



Digital Trader Card (Front)
Double-sided, set of 8



Digital Trader Card (Back)
Double-sided, set of 8



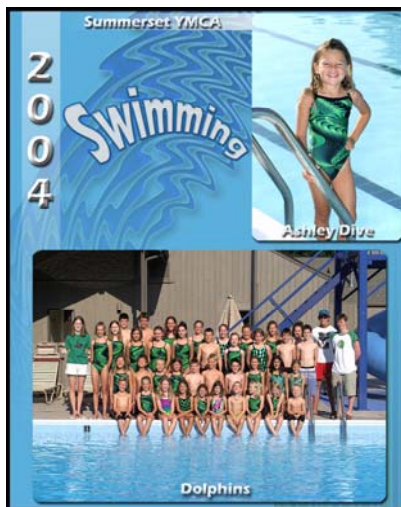
Digital Magnets (3.5x5)
Set of two (2)



Photo Buttons (3")
Set of two (2)



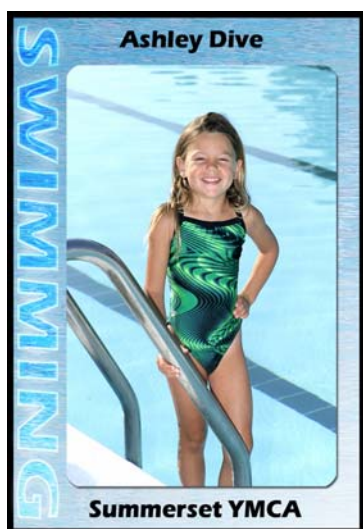
Digital Calendar (8x10)



Digital Memory Mate (8x10)



Magazine Cover



Digital Magnets (3.5x5)
Set of two (2)



Digital Trader Card
Double-sided, set of 8



Digital Calendar (8x10)



Digital Memory Mate (8x10)



Magazine Cover



Digital Trader Card
Double-sided, set of 8

Data Entry

DPI offers data entry service for clients who do not wish to enter the data themselves. DPI can create a database from the camera/sitting cards, which are neatly printed or typed for proper data transfer. Standard data entry includes the name, package, team, league and trader card statistics. Additional data entry includes the address and phone number.

Data Entry Pricing (per subject)

Standard Data Entry	\$.15
Additional Data Entry	\$.06

Sports Packaging

Packaging includes packing your order into individual envelopes or clear poly bags. When using poly bags, the order can be packaged with or without chipboard. Standard packaging includes packaging as shot and bundled by team. Subject identification labels and mailing labels can be provided at an additional charge.

Packaging Prices (per bag)

Poly bag	\$.17
Poly bag with chipboard	\$.22
Identification labels	\$.05
Mailing labels	\$.05

VOLUME PACKAGE PRINTING

Accounts producing large volume package printing should call our customer service department to discuss the availability of volume print pricing.

DPI

4403 Lebanon Road
Charlotte, NC 28227

Phone: 704.545.8469 x103

Toll Free: 888.313.5090

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E-mail: info@dpilab.com

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