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Marks launches new 'home-grown' kiosk system

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by Keith Shipton

Respected frame and mouldings specialist Marks and Co has come from left field with a new and complete alternative for retailers looking for an in-store photo gifting kiosk solution.

Marks is a national distributor to the picture framing and photo finishing markets, with around 2000 customers around Australia, and office/warehouses in every state.

"We are very much a product-focused company selling picture frame moulding, matboard, photo frames, photo albums and digital printing media," explained Marks and Co managing director, Tim Egerton. "In fact all the products produced by the myPHOTOart solution we already sell, except for the consumer's images/photos.

The Australian designed and developed myPHOTOart kiosk solution enables retailers to offer their customers new products "that no other photo kiosk solution in the world can," according to Marks' marketing literature.

Customers can create photo cards, Mark's "Split Enz" concertina-style cards, photo books, photo calendars, table and wall frames and Mark's canvas Bloc Frames.

Customers can add their own text to cards, photo books, etc via a full QUERTY keyboard. The equipment is wireless, making store configuration simpler and more flexible.

The myPHOTOart software utilises familiar drag-and-drop navigation using the mouse and every screen has Help text should customers have any questions.

"We have approached this from a completely different perspective to other kiosk solution providers. Whereas the others are very much 'hardware focused' we have worked back from what the consumer wants to buy (the product) to how we capture their images/photos and get them into the product.

"By working back from the finished product we have developed a completely interlinked system where, for example,



The myPhotoart kiosk from Marks is a radical departure to the 'rows of Daleks' approach we have seen to date.

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our photo book covers fit our photo book pages, and the consumer's photos fit our pages. The same applies to the wall and table frames and canvas wraps produced by the myPHOTOart system.

"The myPHOTOart software and hardware is simply a means of getting the consumers photos into the product."

The system enables customers to produce most products "solo", while floor staff can complete frames and bloc-mounted displays, or step in and assist with other products at any time.

The myPHOTOart display stands are a self contained, co-ordinated and themed "store-in-a-store" that intuitively draws customers into a store, says Marks.

Examples of myPHOTOart products provide an accompanying display around the work station.

The back end of the system (the "Print Station") includes a Ricoh colour laser printer and an Epson inkjet printer to produce products such as books and posters. The myPHOTOart colour printers use easy-to-replace, high yield colour cartridges. Printer access and cartridge replacement is clean and easy.

"With regard printing technology our system is "printer agnostic" in that it can work with any printer. However for the sake of simplicity we use a Ricoh laser printer to produce the "stationery" products such as photo cards, photo calendars and photo books and an Epson inkjet printer to produce the wall and table frames and the canvas wraps," said Egerton.

The Print Station also gives direct online access to help staff and the myPHOTOart web store to order consumables.

The Print Station can also be used to produce marketing program flyers and in-store promotions for the system.

The system comes with in-store binding system and framing systems so customers can simply select the hard cover or frame & mat they want for staff to assemble in minutes. Alternatively, customers can even be involved in these activities.

Reader Comments

Outstanding product, with great flexibility and ease of use. Provides a true store in store solution

Phil Cox on 28-Apr-09 04:40 PM

Concept is not new ...in Canada, a photo retailer is using this type of kiosk to show all the new digital products they sell.

Carlos Sanchez on 28-Apr-09 11:25 PM

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