



# DIGITAL CAMERA Advisor™



[www.pixology.com](http://www.pixology.com)

## 1 The Problem for Camera Retailers

The digital camera market is growing rapidly. Unlike the established silver halide technology, digital cameras are expected by today's customers to be demonstrated in store and to see results immediately. This is a nightmare for any retail environment with rapid changes of model and a high turnover of staff. The issues are:

- Different software applications with each camera.
- Different download cables or memory cards with each camera.
- No central, easily accessed location for sample images from every camera.
- As resolutions increase so does the time required to download each image.
- The technical specifications provided by manufacturers differ in terminology and completeness.
- It is difficult to train staff and maintain product knowledge and confidence at each store.

These issues lead to high training costs, dependence on one or two key staff in each store, incomplete camera specifications, difficulty managing sample images and – most importantly – lost sales opportunities.

## 2 The Solution

Digital Camera Advisor™ (*Advisor*) is a user-friendly and secure in-store demonstration facility for digital cameras and digital imaging. *Advisor* runs on a Windows PC and consists of three fully integrated modules:

- i) Active customer attract sequence which can be branded and/or sponsored to provide income to the store or chain.
- ii) Comprehensive and up-to-date digital camera database with full technical specifications and sample images which can be viewed and scrolled at full size.
- iii) Totally automatic, fast, cable-free download of images from any camera with removable media, enabling the salesperson to show and compare images *actually taken in-store*.

These modules work together to make the demonstration and sale of digital cameras match the concept of the product – attractive, quick and easy.

## 3 The Benefits

- i) Sales staff are more confident with the products and become much more knowledgeable.
- ii) They can demonstrate **all** digital cameras without any specialist knowledge, from comparing specifications through to putting a live demonstration picture on computer.
- iii) They can easily guide the customer to a profitable sale.

## 4 The Results

Feedback from over 1,000 licensed stores worldwide:

*“Invaluable.”*

*“The customers love it.”*

*“Before Advisor only two of my staff would demo digital, now everyone does!”*

*“Camera sales have certainly increased.”*

## 5 Advisor works as follows:

### 5.1 Manufacturer Selection

The manufacturer logos are displayed according to the store's configuration. Choosing a logo shows the user the models stocked by the store for that manufacturer (the model list is also configurable by the store).



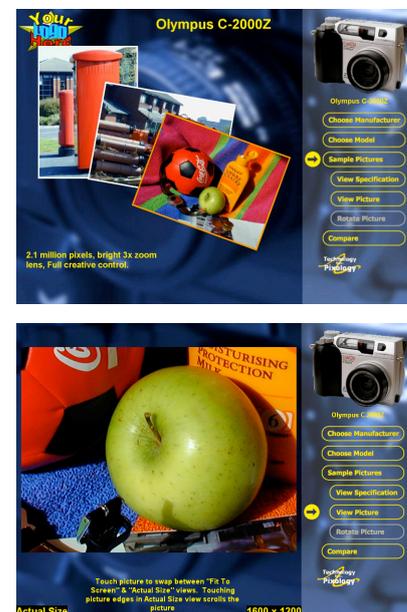
### 5.2 Camera Model Selection

This section graphically displays the current selection of models from the chosen manufacturer together with the navigation menu (the store or chain has total control over which models are shown). Choose any model and Advisor moves to the Samples Screen.



### 5.3 Samples Screen

Three sample images are displayed which have been taken with the selected camera. In addition, brief summary information is displayed (which can also be changed by the store; eg. "THIS WEEK'S SPECIAL OFFER!"). The store can also add prices. The user can double click on any image (or press View Picture) to display it at full size – which is normally much bigger than the screen size – and can then scroll around the picture to examine the detail.



### 5.4 Find Button

Choose the Find button to start a search for cameras matching selected criteria. Additional "More Info" screens are available to explain the terms used (both to the customer and to store staff). At the end of a search, a summary list of matching cameras is displayed. Choose any entry to view that camera's sample images and specifications.

## 5.5 Camera features and specifications

Choose View Specifications to see the features and details appear in the same format for every camera. The summary heading is the same (configurable) text that appears on the Sample Images screen.



## 5.6 Compare Screen

Choose the Compare button to see thumbnails and names of the last two cameras that were examined in detail. The user can then easily select any image to view again at full size and then switch quickly between images.

*This is as far as an unattended user can go. However, under staff control and via the entry of a suitable password, sample images and the technical specification screen may be sent to an attached printer by choosing the Print button.*



## 5.7 Demonstrating digital cameras: Automatic Picture Display

**Advisor** is fantastic when a camera is demonstrated and a picture is taken in-store: simply take the picture, remove the card from the camera and insert it into a suitable reader. **Advisor** will detect that a card has been inserted, will identify the correct camera automatically and will immediately display the Samples page from the camera model database.

Even more impressively, **Advisor** automatically adds the last picture taken to the sample images already displayed.



From there the customer can view 'his' picture at full size in the normal view:  
*all without the store staff knowing or using any special software!*

## 5.8 Picture View at any time!



The card recognition feature will operate regardless of what the computer is doing at the time (as long as it's not switched off!). Just inserting a camera card will cause **Advisor** to start at the correct camera details. When the demonstration is finished, removing the card will close down **Advisor** and return the system to whatever it was doing when the card was inserted.



## 5.9 Customer Attract Sequence

When *Advisor* has been left idle for a few minutes it drops into a customer attract sequence. This consists of a number of information or promotion screens, which can be standard (from Pixology) or can include further branding or sponsor screens. A click of the mouse or touching the screen takes the customer to the Manufacturer Selection Screen and main navigation menu.



## 6 Keeping Advisor up to date

Naturally, as new cameras come along and others are rendered obsolete, *Advisor* is kept up to date. Pixology also updates the camera recognition technology that forms the operational core of the system. Updates are issued on CD-ROM three times per year. Intermediate updates for new cameras are available from the Pixology website.

## 7 Branding

In order that *Advisor* is seen as an integral part of the retailer's environment, the application can be 'branded' with the store logo (at the top left of the screen) and, if required, a special background. The attract sequence can also be customised.

## 8 Languages

*Advisor* can be produced in most languages.

## 9 Further Information

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