



Media Release

EXPORT BOOST FOR INNOVATIVE IMAGING COMPANY

MELBOURNE, March 30, 2007

Melbourne imaging company Digital Photo Industries Pty Ltd has won a Government grant to help develop export markets for its innovative new Ten Pin Pix business. The Managing Director of Ten Pin Pix Pty Ltd, Lynton Barriball, said today that the First Step Exporter grant would help the company with its plans to develop its market in the United States.

“The First Step Exporter program offers financial assistance to Victorian companies seeking to venture into their first export markets. We are delighted to have received this Government recognition and support.” Mr Barriball said.

Digital Photo Industries recently formed Ten Pin Pix Pty Ltd, which brings Location & Themed Imaging into the Ten Pin Bowling Industry. Ten Pin Pix is the Interactive, Personalised, Ten Pin Bowling Photo Experience. It is a world first and patent documents have been filed.

“The Ten Pin Pix system is a purpose built digital imaging system that is designed to deliver compelling souvenir photographs,” said Mr Barriball. “The photographic print is ready to sell to bowling center customers in seconds. It generates additional revenue by producing a high quality photo keepsake and importantly, adds fun and excitement to the bowling experience.”

The photo is taken from the pin end of the lane, capturing the bowler in 'full pose', just after they've released the ball. A photo they could not take themselves. The resulting image is displayed on monitors within seconds, for the bowler and their friends to see and enjoy. Lots of joking and laughter typically follows and the bowling experience is significantly enhanced.

The photograph can be sold to the guest and printed on demand within seconds. The photo is mounted in a themed photo folder, which will be taken home and shown to family, friends and work colleagues thus promoting the site.

Kingpin at Melbourne Central was chosen as the first test site and the results have been promising.

“We designed the Kingpin Bowling Lounges to be a sophisticated, new age concept, delivering a bowling experience like no other. It was only natural for us to want to be the first to feature the

automated Ten Pin Pix photographic system.” said Rob Farrell of Entertainment Development Group. “The team at Ten Pin Pix delivered on their promise with a reliable, state of the art system, that is not only delivering incremental revenue to our business, but just as importantly, it’s enhancing the bowling experience of our guests.”

Ten Pin Bowling venues can differentiate themselves from other entertainment & bowling venues whilst increasing their revenue by attracting new/more Corporate & Party clients. They can also increase customer satisfaction by enhancing the bowling experience. Guests enjoy the experience and tell others thus promoting their venue. The photographs can be printed, mounted in a themed folder and sold to the bowlers.

About Ten Pin Pix Pty Ltd:

Ten Pin Pix Pty Ltd. Ten Pin Pix Pty Ltd is the leading independent company in Australia whose core business offers a fully integrated, interactive, personalised Ten Pin Bowling Photo operation. The only fully operational system successfully implemented anywhere in the world with patents pending. Ten Pin Pix Pty Ltd has made a significant investment in developing software, systems and processes which have been specifically designed for the Ten Pin Bowling Industry.

About Digital Photo Industries Pty Ltd:

Digital Photo Industries Pty Ltd. has rapidly become a one stop digital photographic solution provider having developed a range of unique digital imaging products and services.

Their business is largely targeted at the tourist market, meeting the needs of both the picture taking public and the retail tourist industry. They have developed unique self service digital photo kiosks and can design purpose built digital imaging systems for specific tourism locations.

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Editor's Note:

For additional information about Digital Photo Industries and our product range, visit our Web site at: www.dpianz.com

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