

photomax

share.the.moment.



innovative and versatile social media marketing tool designed to enhance campaign events while collecting a valuable database of potential customers.

a tech savvy, fun approach to your marketing campaign at a fraction of the costs of traditional media.



maximum audience exposure
targeted. fresh. measurable. media.



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Snapshot

Simultaneously generating traffic to your social portals or competition pages, opening the conversation with your consumer in a niche fashion.

It generates high definition digital images and has the ability to print 9 x 6 inch high quality photographs. We only use HIGH CAPACITY dye-sublimation printers ensuring that your guests receive the best printed photo in seconds.

Numerous brands have used PhotoMax for a variety of applications from Mall Activations through to Brand Building Campaigns.

The possibilities are endless!

The MAX eXplosion

PhotoMax and Event Photo eXplosions are synonymous with Maximum Audience Xposure as we pioneered the implementation and integration of photo activations within the corporate and event market.

After analysing the market and learning from the pitfalls of older products (18 Months R & D), we are now confident to introduce the market to an advanced product. PhotoMax now integrates **the original digital photo booth experience** with **social media platforms** seamlessly and also has the **ability to print** that treasured experience - branded - within a 2-minute time frame from start to finish.

Our new slim-look design combines aesthetic practical features, including built-in **branded brochure holder, drinks tray and umbrella** for out door events.

Customise PhotoMax to speak any language with or without an internet connection, to maximise penetration into specific demographics, while building brand awareness in an ever-growing market. A multitude of **digital photo frame layouts and 4 colour photo effects** to choose from, adds further value.

An easy to integrate database collecting mechanism, coupled with a dual-action opt-in, opt-out selection make PhotoMax the most CPA compliant photo activation tool on the market. Not only does PhotoMax offer the consumer a pleasant and non-intrusive experience, it generates a **thank-you email and multi-links to websites, competition forums, and a 100% legal integration into Facebook, Twitter, Flickr, Pixstar.**

Occupying less than 1m² of space, easily erected in 30 minutes and easy to use, PhotoMax ensures that your guests and clients enjoy the best of the digital communication and tangible printing to further re-enforce brand commitment.

While a plain old photo booth may do its job, our satisfied clients will testify that photo activations **capture the imagination of the user and provide that fun factor** that everyone loves. Maximum Audience Xposure are certain that the inclusion of our new-look PhotoMax with all its bells and whistles is a sure-fire winner at any event, activation or campaign drive.

We have also taken cognisance of budgets by implementing our 100% honesty policy. Any written quote with the same offerings that beat our quoted price, will mean **you get the difference between the 2 quotes in cash back - no questions asked!**

You're not
in the picture
if you're not using
PhotoMax

photomax

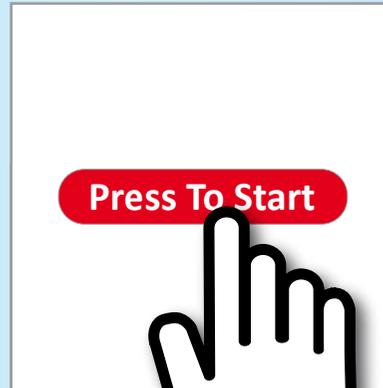
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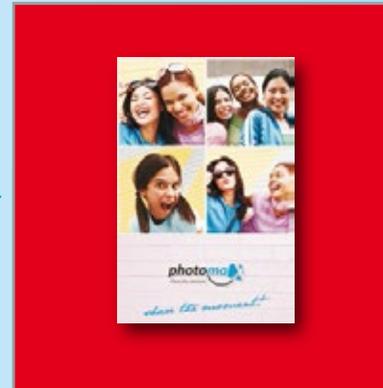
USER APPROACHES THE PHOTOMAX MACHINE



SELECTS THE FORMAT AND COLOUR EFFECT



CLICKS THE START BUTTON AND POSES FOR THE PHOTO



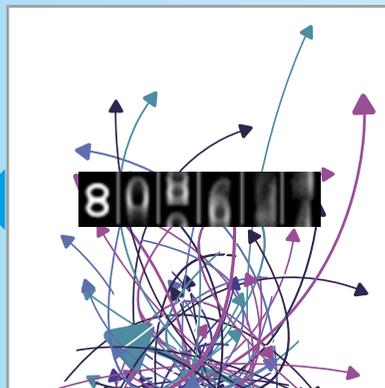
PHOTOMAX DISPLAYS THEIR PHOTO MOMENTARILY

Name
Email
Message

FILLS IN THEIR NAME, EMAIL AND MESSAGE AND CONFIRMS THE SENDING PROCESS



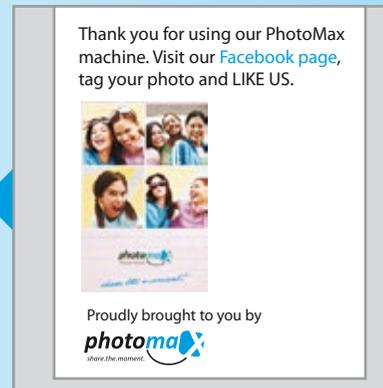
SOCIAL MEDIA MARKETING AT ITS BEST!



YOUR BRAND GOES VIRAL



CUSTOM EMAILS CAN ENCOURAGE USERS TO VISIT AND TAG THEIR PHOTO AND LIKE FACEBOOK PAGE



USER OPENS THE HTML EMAIL CONTAINING BRANDED PHOTO ON PC OR MOBILE

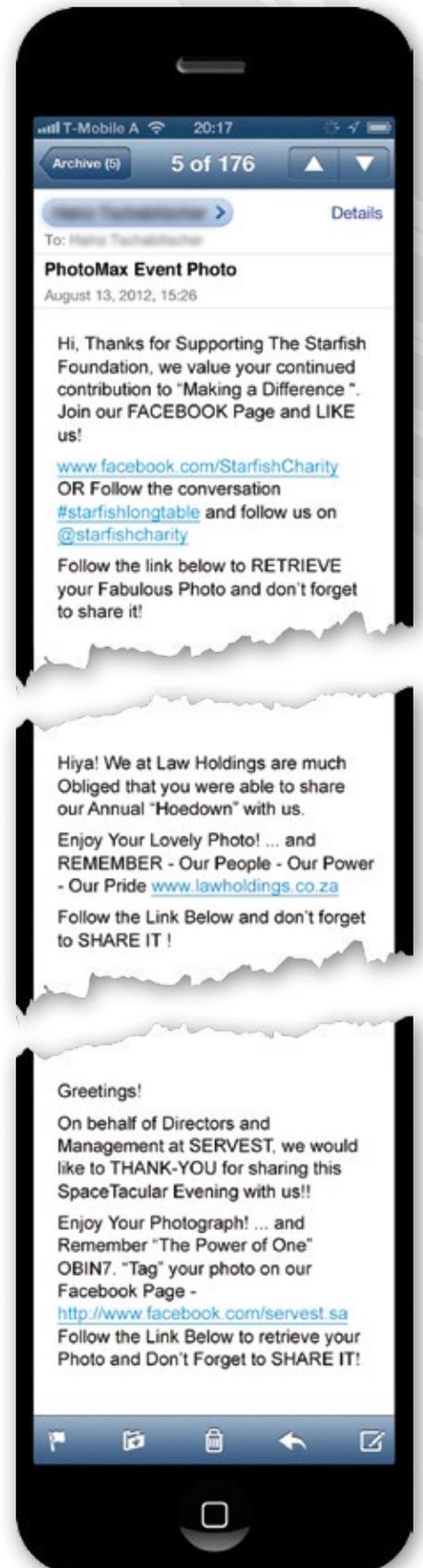


THE PHOTO IS SENT SIMULTANEOUSLY TO THEIR EMAIL ADDRESS AND A FACEBOOK PHOTO GALLERY

How it Works

PhotoMax, the pioneer of photo activations in south africa, has proven itself as an ideal platform for mall activations, product launches, events, in-store activations, birthday parties and a host of other events. With over 1000 successful events behind us, we are confident in our delivery process. From concept through to the final product. The following illustrates the photo activation process:

- » **Machine is manned** by a promoter dressed in the appropriate attire.
- » **The user takes their photograph.**
- » **Branded photograph is instantly transmitted and/or printed.** The photo can be instantly and simultaneously transmitted to the user's email address and a pre-defined Facebook gallery (more options are being developed constantly). Manual submissions to other social platforms are available.
- » **Over 20 digital photo frame layouts are available.** Custom design 2 - 4 different frames to offer the user a manageable selection.
- » **The user receives their branded photo** via custom email. These photos invariably become profile photos on the end user's Facebook and other platforms, catapulting your brand viral. Include a link encouraging the user to visit your brand's Facebook page or website.
- » **The medium lends itself to creating dialogue with your consumer** on a more personal basis. Captured email addresses and mobile numbers further enhance the ability to communicate directly with willing-to-listen users thereby further entrenching your reach. On a daily or weekly basis, we supply you with a database of opted-in users as well as a complete set of photographs taken.
- » **Campaign always works better** with a promo, competition or give-away e.g. "Tag your photo to stand a chance to WIN A..."
- » **Follow up emails should be sent to the user** or take it a step further and run another competition on Facebook e.g. Tag your photo to WIN INSTANT PRIZES!
- » **These communication messages start the ball rolling** – We generate traffic to your Facebook page, we create 'LIKES' and most importantly, we build the brand. We also have the ability to track these photos via 'ADD THIS'.
- » **A tech savvy, fun approach** to your marketing campaign at a fraction of the costs of traditional mediums.
- » **The process is NOT INTERNET DEPENDENT** - Simply take and store images and data and send later or store on a flash drive.



FILL IN OUR ONLINE FORM

QUICK-MAIL US AND WE WILL CONTACT YOU

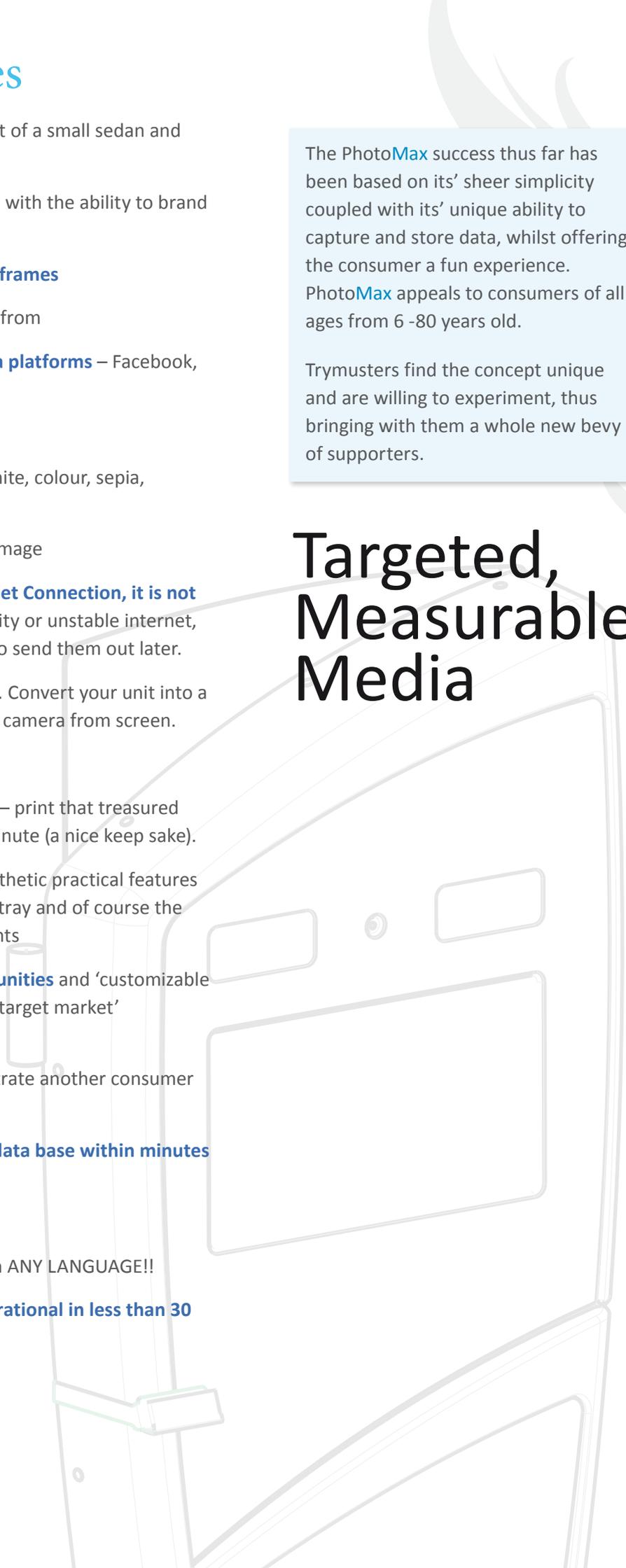
PhotoMax Features

- » **Portability** – Entire unit fits into the boot of a small sedan and has wheels for ease of movement.
- » **Sleek design and aesthetically pleasing**, with the ability to brand both the back and the front of the unit.
- » **Fully brand-able high resolution digital frames**
- » **Over 20 photo frame layouts** to choose from
- » **Easily integrated into most social media platforms** – Facebook, Twitter, Flickr, email and others
- » **Easy to use touch screen keyboard**
- » **4 Colour Variation Finishes** – black & white, colour, sepia, fomatic
- » **Easily editable message** to accompany image
- » **Whilst our system works with an Internet Connection, it is not essential** - should there be no connectivity or unstable internet, PhotoMax stores the photo and is able to send them out later.
- » **Different Configurations available** – e.g. Convert your unit into a “Father Christmas” Box, simply separate camera from screen.
- » **Easily re-brandable**
- » **Instant photo printing option available** – print that treasured experience cost effectively in under a minute (a nice keep sake).
- » **Our new slim-look design** combines aesthetic practical features (built in branded brochure holder, drink tray and of course the ever so useful umbrella for outdoor events)
- » **Massive double-sided branding opportunities** and ‘customizable language opportunities, to ensure your ‘target market’ understand your message.
- » **Wireless or Non- Wireless** - NEVER frustrate another consumer with ‘dropped connectivity”
- » **Retrieve the entire events photos and data base within minutes on a flash drive**
- » **100% CPA legal**
- » **Voice and Visual instruction options** - In ANY LANGUAGE!!
- » **Less than 1m² floor space and fully operational in less than 30 minutes**

The PhotoMax success thus far has been based on its’ sheer simplicity coupled with its’ unique ability to capture and store data, whilst offering the consumer a fun experience. PhotoMax appeals to consumers of all ages from 6 -80 years old.

Trymusters find the concept unique and are willing to experiment, thus bringing with them a whole new bevvy of supporters.

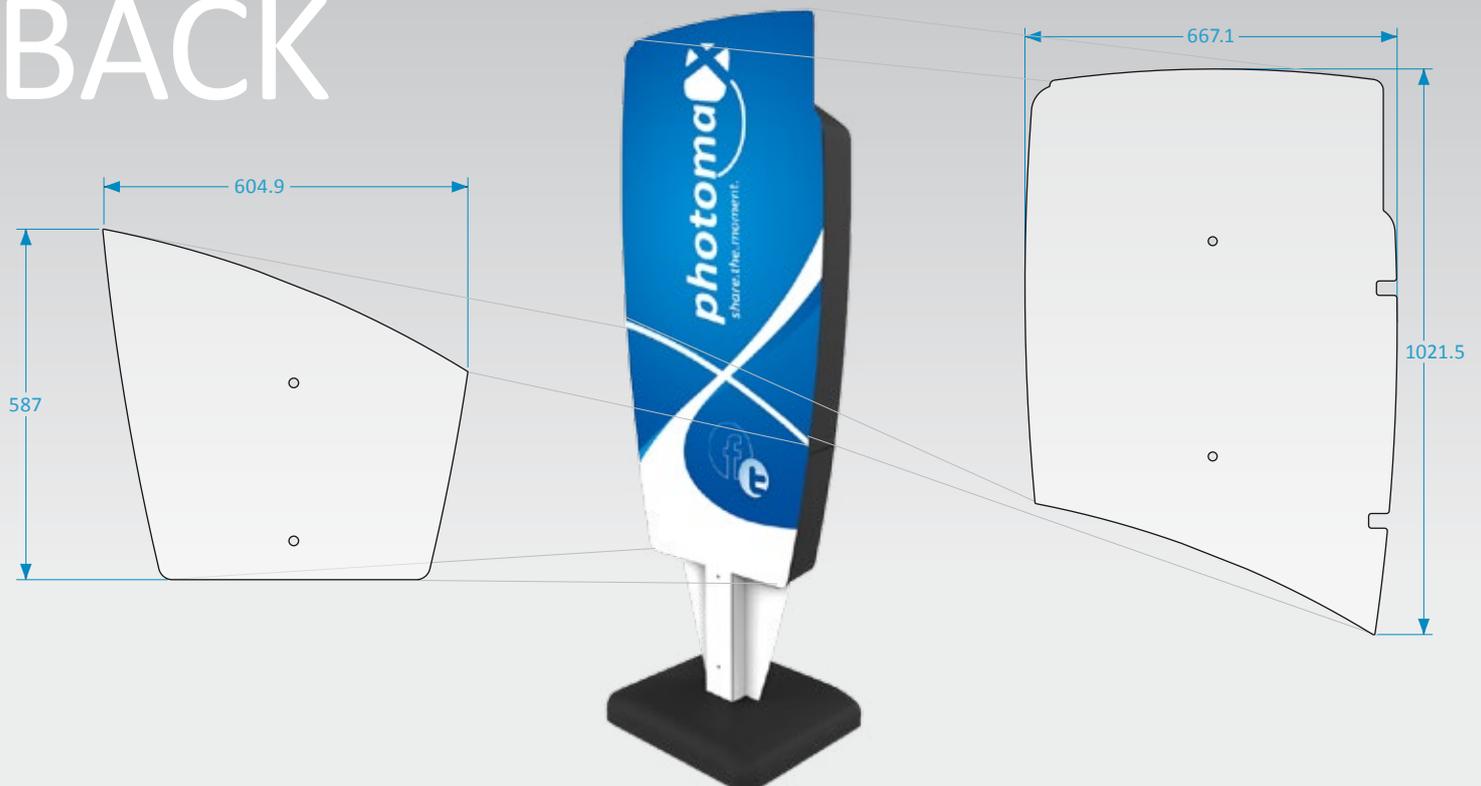
Targeted, Measurable Media



Branding Specifications - PhotoMax Panels

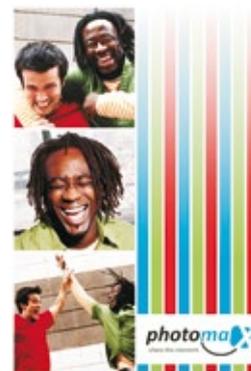
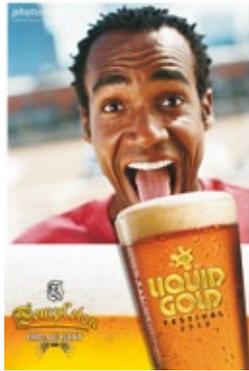


BACK

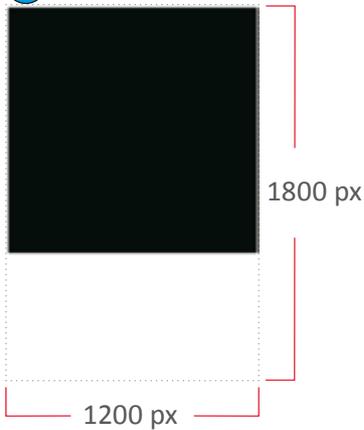


Branding Specifications - Digital Branding

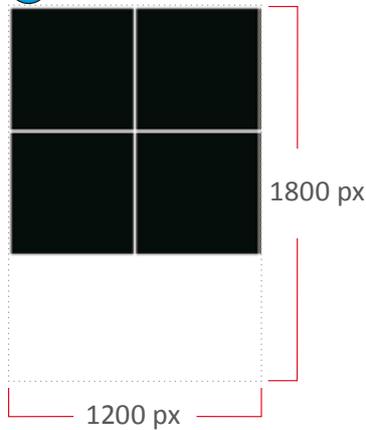
Our most popular photo frame layouts - [click here to see our complete range.](#)



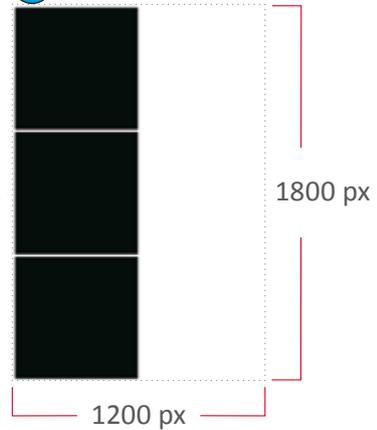
A Single



C 2x2

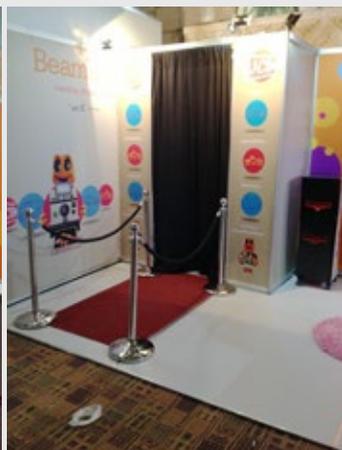


B Triple Strip



Corporate Events

These storyboards and digital mockups illustrate the kinds of campaigns we have masterminded.



Private Events

Your special home event could also feel like a Superstar Attraction.... we bring the Hollywood Effect To your event!

Birthday Parties – Bar Mitzvahs–Anniversaries – Celebrations – Sweet 16 – Matric Farewells

With the launch of our New Generation PhotoMax 3 – We have decided to share the celebration with you our loyal customers...at an Amazing Price of R 5 950.00 X-VAT- or get 2 PhotoMax machines for Only R 8 500.00 X-VAT -T's & C's Apply

OUR CELEBRATORY PACKAGE INCLUDES THE FOLLOWING:

- » 4 Hours usage of the PhotoMax digital photo booth
- » 4 Pre branded layouts to choose from (click below to see layouts) – we understand you want personalization, so we have accounted for limited customization in the form of cut-out vinyl lettering and logos.
- » 4 Pre branded digital layouts – single or triple or (customised digital artwork with 1free change +1hr free design – **add R500.00**)
- » Free email data and facebook transmission – including facebook integration to your page
- » Free delivery and installation within a 60km radius of Randburg Johannesburg / 30km radius within cape town city bowl
- » No idle time charges – no set up fees – no operator fees
- » Unlimited digital prints and printed photographs for the event
- » Free supply of props
- » Free red carpet and stanchions
- » Appropriately dressed operator

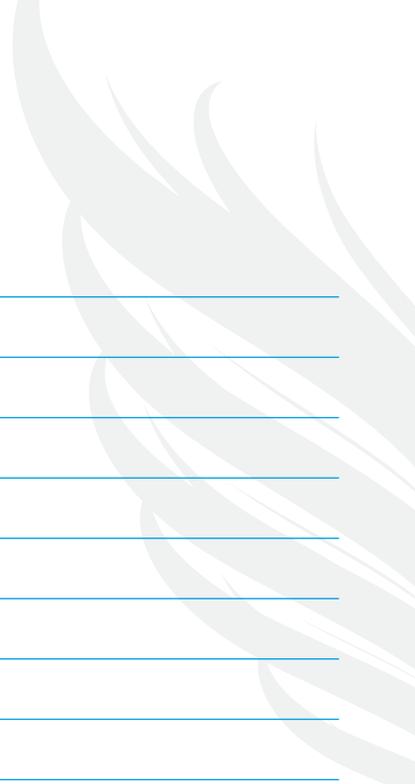
Extras and Accessories

- » Props
- » Banner wall (1520 x 2250 printed)
- » Single sided roll-up banner (1000 x 2000 printed)
- » Double-side roll up banner (850 x 2000 printed)
- » Red carpet & stanchions
- » External TV monitor & stand
- » Back to back PhotoMax – thereby serving twice the amount of guests within the same footprint. We simply double mount our units onto a single frame.
- » Branded floor – window
- » PhotoMax album stand – this unit is set up 3-5 metres away from the PhotoMax, thus enabling consumers to scroll, email, facebook themselves at leisure.
- » Eliminate the crowd congestion, whilst still entertaining

EXTRA EXTRAS

- » Button badges
- » Conceptualisation, design, artwork & full campaign mechanics and management
- » Customised promoter uniforms
- » Branded umbrellas
- » Professional promoting staff – with roving supervisors
- » Cardboard photo-frame

Booking Enquiry Form



Date of this Quotation / AGREEMENT as per specs provided:

Client name:

Client mailing address:

Contact person(s):

Tel:

Mobile:

Number of units required for event:

Date(s) of event:

Duration of event (hours each day):

Name of location:

GPS co-ordinates

Event address

Start & end times of the event:

Start & end times of the PhotoMax usage:

Number of UNITS required for event:

Printing Option: YES OR NO

Digital Photographs:

Anticipated number of potential users:

Props Required:

Extras and Accessories required:

SPECIAL REQUESTS:

Terms and Obligations

EVENT DRESS CODE

Casual - This equates golf shirt & black chinos – either in clients branding or Maxposure branding / black jeans & ladies golf shirt.

Smart casual - Black formal trouser – blue long sleeve shirt – black shoes / black knee high skirt – white shirt – medium black heels

Black tie - Black suit – blue shirt – red tie – black shoes / black knee high skirt – white shirt – medium heels black

PROMO GIRLS / GUYS

Client to ensure:

1. Good access
2. A 220v 15amp plug point within 5 metres of the desired booth location
3. That client will be responsible for any malicious damage done to the photo booth by any of client's guests
4. A level, stable surface for the photo booth to be placed on if event is outdoors
5. A location where cellular signal is moderate to strong (a site assessment is available if you are unsure of cellular strengths)
6. No intent to create similar technology or copy or infringe any patents or intellectual property

Our obligations to client are:

1. Provide a digital photo booth which takes unlimited photos, Collects e-mail data and is FREE to the end user.
2. Install and remove the unit/s in a timely manner.
3. Provide photos and data via email within 72 hours of the event end time.
4. Provide a well groomed service ambassador to man and operate unit for the duration of the event.
5. Ensure that all photos and data are transmitted timeously and unit/s are in good proper working condition.

Rental Agreement

1. Client and Maxposure and or its' agents / representatives or operators agree that in the event of a mechanical failure or for any reason or inability to perform such that Maxposure and or its' agents / representatives or operators cannot provide a functioning photo booth, that Maxposure's and or its' agents / representatives or operators maximum liability is the return of any payments received. Client agrees that Maxposure WILL NOT BE RESPONSIBLE FOR CONSEQUENTIAL DAMAGES. If only partial services can be provided due to conditions beyond Maxposure's reasonable control then the rental charges are to be refunded on a prorated basis.
2. A deposit of 50% is required to hold the date and the remaining balance is due 3 days prior to the event. If balance due is not paid on time, the deposit shall be forfeited and the Boxi Booth reservation cancelled.
3. Actual area on which the Maxposure booth will be located must be solid (Concrete or similar) and level. Exceptions can be made only with the inspection and approval by a Maxposure representative or agent. Outdoor events will require the clients to provide a tented area for the Maxposure.
4. Maxposure and or its' agents / representatives or operators shall not be liable for any injury, loss, or damage that may arise to property. The Client agrees to use the venues', or personal liability insurance coverage during the event for any liability claim related to the Photo Booth and indemnify Maxposure and or its' agents / representatives or operators.

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