

The Concept

To bring Just-In-Time production to the Art Market by creating a distribution and production network. By using high quality, high resolution ink jet printers specially designed to reproduce digitized art files, we print orders on demand.

What can you Print?

Archived Images – from our on-line collection of 1000's of digitized originals you can create a giclée reproduction or limited edition print.

Personal Pictures – bring us a digital file, paper original or negative and we'll create your own work of art right there!

What can you Print it on?

Our Production Centres stock **Satin and Glossy Photo Paper**, **Heavy Textured Art Paper**, and **Canvas** but you can special order your reproduction on everything from Film to Adhesive Vinyl, Tyvek for banners or even Vellum.

What size can you Print them?

You decide! Your reproduction can be as small as you like and as large as the digital file will allow—up to 44 inches wide and as long as the roll of material—up to 50 feet! We print at a minimum of 150 dpi for reproductions and 100 dpi for files you bring in—so a 4 mega-pixel image can be printed as a poster.

What does it cost?

A **16" x 24" Canvas Reproduction** of an image you supply would cost **no more than \$50 retail** with actual material costs of less than \$15. One of our digital archive reproductions of the same size would cost a consumer the on-line price (determined in consultation with the artist) plus double the material costs.



The Advantages

To the Consumer

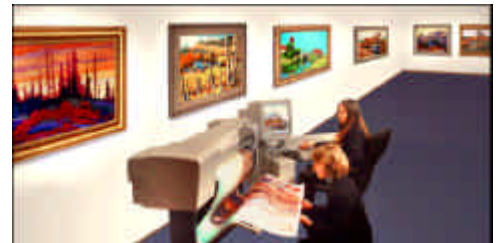
- ?? unlimited variety of images to choose from—including their own!
- ?? a variety of sizes and substrates to create a unique piece of fine art at decorative art prices
- ?? higher quality printing than from “fade-resistant” printers or canvas transfer methods

To the Artist

- ?? Exposure to a world-wide market
- ?? Limited Edition printing costs reduced through Print-On-Demand.

To the Dealer

- ?? Virtually no inventory costs and very low system lease costs –less than \$300/mth.
- ?? Business Diversification—revenues from archive images, personal digital pictures...plus additional framing.
- ?? Technological Innovation—increased market draw around internet and printing innovations.



The Network Development Plan

A Network of Production Centres and Display Stations

These printers will produce up to 3 poster-size images per hour. A Dealer who installs both an internet browsing Display Station and PrintStation may become a Production Centre in our network—printing both their own customer's orders and orders from Dealers with just a Display Station. A Production system costs the Dealer just under \$300 /mth. Using our internet-based delivery system, Cinemage is creating a distribution network of up to 20 Display Stations per Production Centre—allowing us to maximize printer capacity and open the market to as many consumer locations as possible. A Display Station with scanner costs a Dealer just under \$50/mth.

The Bottom Line – One Dealer Network – A Production Centre unit with 10 Display Station Dealers selling 10 archive and 10 personal reproductions a month will **gross \$357,000 / yr** based on 16" x 24" images produced on Art Paper.

Cinemage's net revenue from each of these networks is \$133,000 / yr.

By placing Production Centres in major market centres (pop. 100,000+) and Display Stations in framing stores, coffee shops, mall kiosks and so on, we project demand to allow for at least 35 Dealer Distribution Networks in Canada alone. Based on the projections above, Cinemage's revenues would be \$ 8 million /yr—based on very conservative sales projections of 10 of each images per month. One traditional print wholesaler in Canada grossed \$90 million last year alone. With our technological innovations helping drive our marketing and such low overhead and production costs, we know Print-On-Demand is the future of Art production and retailing.