

BUSINESS

Snapshots of the future

BY PATRICK CASEY
Staff Writer

In less than four years, a small Woodbridge software strategy firm has grown to become an international player in the world of Internet imaging and photo e-commerce.

And thanks to some homegrown ingenuity, combined with a recent corporate partnership with a Switzerland-based conglomerate, Telepix Imaging Inc. is prepared to offer local solutions, but also ready to tackle the rest of the world.

With extensive expertise in digital imaging technologies, Telepix's product line consists of the Internet-based Photo Network that allows consumers to see and share pictures over the Internet.

'There are an estimated 250 billion photo prints stored in shoeboxes and photo albums across North America.'

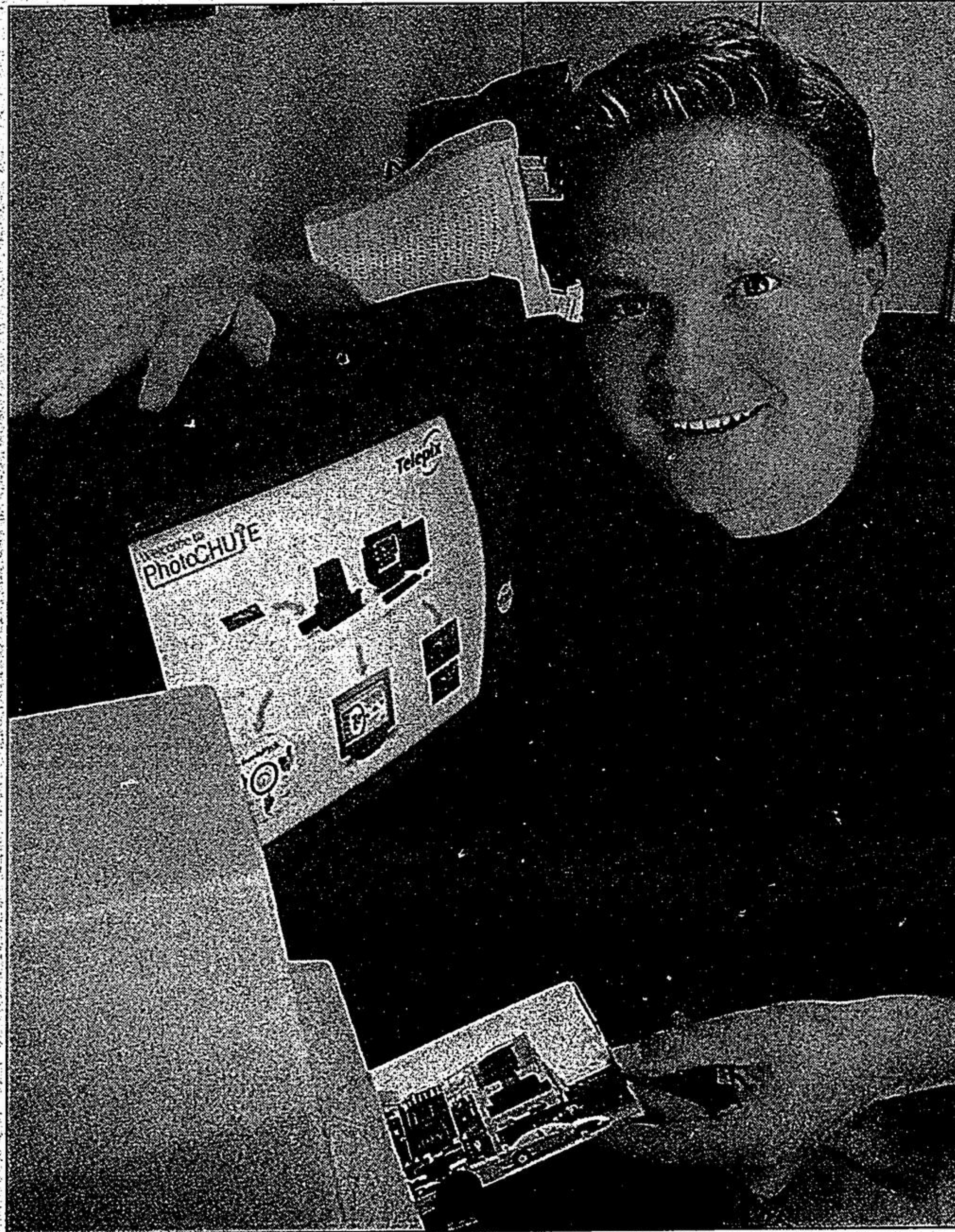
Using a suite of integrated solutions that range from image creation and management to editing, organizing and sharing of digital photos, the heart of the company is a method that allows businesses to convert regular photo film into digital pictures and to give access to those pictures either over the Internet or on CD-ROM.

The procedure, using a device called PhotoChute, not only provides additional use for new photos, but also frees up closet space every person dedicates to old photos.

"There are an estimated 250 billion photo prints stored in shoeboxes and photo albums across North America," pointed out Karl Kenny, Telepix's founder and chief executive officer.

A former communications and deck officer in the Canadian Navy, Kenny co-founded a computer component manufacturing firm in Seattle in the 1980s before returning to Canada in 1989 to investigate software development projects.

"What makes PhotoChute such an appealing solution to retailers is that they can gain additional revenue streams," he said. "PhotoChute gives new life to old photos and



PHOTOGRAPHY BY MIKE BARRETT

Telepix Imaging Inc. vice-president of sales and marketing Kyle Hall demonstrates the Woodbridge company's PhotoChute device that turns photographs into digital images. The growing company offers clients the ability to store photos on a website for 30 days to share with family and friends.

enables consumers to enjoy them all over again."

Envisioned by Peter Scarth, a former vice-president at Kodak, the idea behind PhotoChute is to increase web traffic and revenue at the sites of retailers who purchase the \$10,000 turn-key package. Research indicates each photo loaded on to a website will attract eight new visitors.

Similar to Napster Corporation's sharing network of digital music, Telepix's creation offers customers 24 photo images processed at a retail outlet. But for an extra \$10, they can have the pictures run through an additional automated scanner, where they are stored on a CD and uploaded to the firm's secure Website.

'People put pictures up on a website for a reason — they want to show them to others...'

With an access code, the images can be viewed on the site for 30 days and shared with others by e-mailing a new access code to anyone in your computer's address book.

"People put pictures up on a website for a reason — they want to show them to others. That's why people take the pictures in the first place," points out Kyle Hall, Telepix's vice-president of sales and marketing, who transformed the business from a seller of computer hardware and software to an e-business creator.

Challenges are nothing new to Hall, who graduated from the University of Western Ontario with a zoology degree in 1987 and went on to a six-year career in the Canadian Football League as a safety in Ottawa and Winnipeg.

After forming a grocery broker company with his wife in Ottawa, Hall established himself in the high-tech industry with stints at Corel Corp. and MGI Software, a specialist in imaging editing software based in Richmond Hill.

"A lot of people don't have the bandwidth to download them, but your sister in Nebraska and a cousin in Edmonton can see just how much your kids have grown or pic-

See INTERNET, page 23.

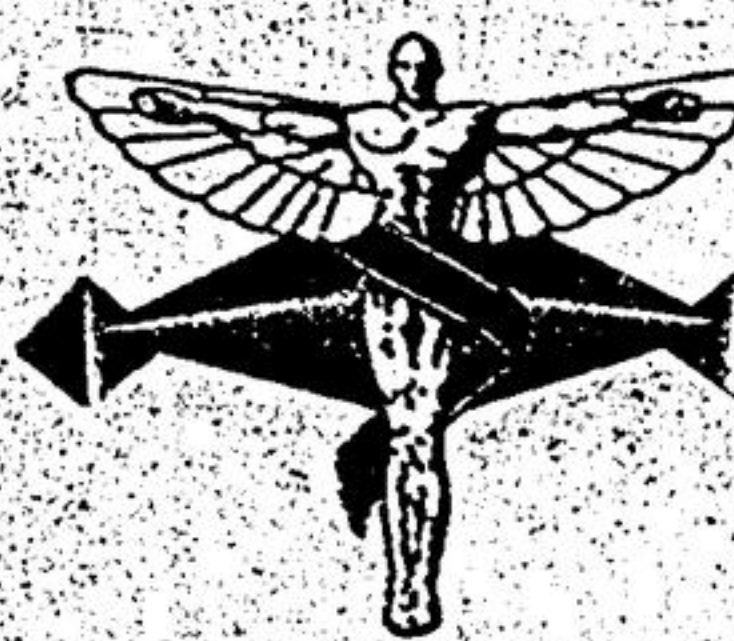


We would like to take this opportunity to invite you for a complimentary tour of our facility, to experience our tropical Rainforest and find out how we can help you to be healthier than ever!



Open 7 Days a Week

Vitality
SUITES
DENTISTRY
&
HEALTH CARE



an innovative spectrum
of integrated services

Integrated Health Care

479-7778

- *Acupuncture
- *Chiropractic *Electrotherapies
- *Fat Loss *Gait & Posture Analysis
- *Orthotics, Custom Shoes & Sandals
- *Massage Therapy *Shiatsu Therapy
- *Stress Management *Reflexology
- *"Synaptic 2000"
- *Therapeutic Ultrasound
- *Traditional Chinese Medicine
- *Non-Surgical Face Lift
- *Intermittent Traction
- *Personal Training
- *Total Wellness

Dentistry

479-7777

- *Cosmetic Dentistry
- *Porcelain Bonded Veneers
- *Full Mouth Reconstruction
- *Dental Implant Surgery
- *Dental Implant Prosthetics
- *Cerec 2 Porcelain Fillings
- *Family Dentistry *Air Abrasion
- *Drill-less Dentistry
- *Comprehensive Hygiene (Gum Care) Programs
- *Sophisticated Sterilization Systems
- *Personal Treatment Co-ordinator's
- *Periodontics-Gum Care
- *Orthodontics-Braces

CENTRALLY LOCATED IN UNIONVILLE AT HWY. #7 & KENNEDY (N.E. CORNER)
4792 Hwy. #7 East, Unionville, Ontario, L3R 4M8 www.vitalitysuites.com