

36PiX Photolab



Powered by



ChromaStar™

Company Profile

A CUSTOMER FOCUSED, TECHNOLOGY-DRIVEN COMPANY

At 36Pix we believe that our customers, professional photographers, should remain focused on what really counts; capturing the highest quality portrait images and growing their business. That's why we offer a large suite of products and specialized work flow services that enable our customers to benefit from a reduced workload while staying ahead of the technology curve. 36Pix is a full service lab offering a complete lineup of printed and specialty products as well as Green Screen image processing services.

We've built our reputation on great customer service, high quality and fast turnaround time. Furthermore, we are recognized for our continual and diligent effort to improve our services through innovative technology development and product offering. In fact, all our best ideas came from our customers! The result, we've seen our customers grow their business through an increased client base and maximized sales.

One of our proudest achievements is our industry leading high definition (green screen) background replacement technology that produces the most realistic results. This year, we are maintaining our lead in green screen technology with the release of ChromaStar™, the next generation high definition background replacement and knockout engine.

Also, inspired by our customer's rigorous schedule, we created DAPHNE™ (patent pending), our proprietary workflow solution that offers easy-to-use data management tools and central (re)ordering and tracking system. Staying on top of lab production has never been easier – even from your own office!

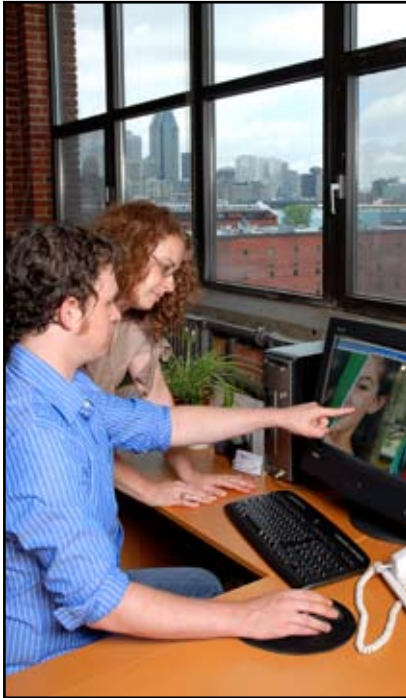
36Pix supports professional photographers in every aspect of their job.

Services offered by 36Pix include:

- Green Screen Background Replacement (GSBR) and KnockOut (KO) Services
- Green Screen Starter Kits - Proof and Prepay
- Fully customized sales and marketing materials
- High volume printing, with highest quality and fastest turnaround time in the industry
- Unparalleled proofing services
- Unique green screen and novelty products
- Hands free image to data matching services
- Simple and highly scalable workflow solutions
- Web-based ordering and tracking

What we value most

With our vast knowledge in high volume portrait photography and close relationship with our customers, our formula is simple:



Service

With our wide range of products and services, we reach out to photography professionals all over the world, offering them valuable solutions and expert advice. We do so with care, attention to detail and most importantly, we listen to their needs.

Research

Our research and development team is always in continuous motion, exploring innovative ways to support our customers and provide them with solutions that are practical and valuable.

Success

36Pix is committed to help its clients differentiate their business and increase their sales. Thanks to our leading services, we provide photographers an unparalleled opportunity to give value to their artistic vision.

Great products and services



Lab and imaging services

- » Professional high volume printing
- » Green screen background replacement and Knock Out services
- » Green Screen Starter Kits – Proof and Prepay
- » Color correction and cropping with every print
- » Custom and large format printing
- » Online ordering and tracking
- » Traditional proofs
- » Green Screen proofs

Novelty products

- » Green Screen CDs
- » Funpacks, Puzzles, Calendars, Trader cards, mouse pads etc...
- » Composites
- » Student and administration CDs

Efficient workflow solutions

- » Daphne network workflow application
- » Barcoded and QuickOrder system
- » QuickCode data matching and data organization tools

GETTING STARTED WITH GREEN SCREEN JUST GOT EASY:

There's Green Screen, and then there's ChromaStar™

ChromaStar™, an intelligent and powerful background replacement engine that can handle the most challenging shots and provide a perfect result every time.

Green screen technology allows photographers to use only a single green background that can be digitally removed and easily replaced with any other background. Thanks to the unparalleled speed and quality of images processed by the ChromaStar™ engine, photographers can finally stop investing yearly in new canvas backgrounds. And the best part is, there's no complicated or expensive software to install since we do the work for you.

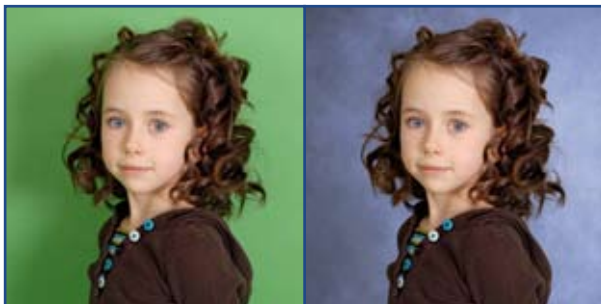
Fine detail preservation

With ChromaStar™, fair-hair is no longer a problem, as our sophisticated algorithms are capable of preserving every fine detail of hair and can perfectly carry transparencies to the new background.



Adaptive Shadow Compensation

There's no more need to worry about complicated lighting set ups, since the intelligent Shadow Compensation features in ChromaStar™ can precisely and cleanly remove any shadow that was cast on your background. Even unevenly-lit green screens from single-light sessions are easily handled by ChromaStar™.





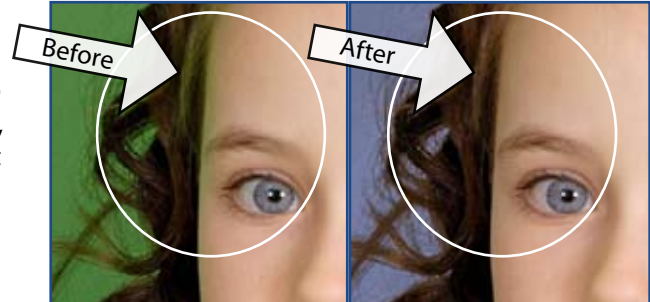
Green Clothes Masking

Automatic green clothes masking allows ChromaStar™ to detect the subject's green clothing and to retain its original color. No matter what tone of green they are wearing, ChromaStar™ automatically recognizes and preserves the original colors when replacing the new background.



Precision Green Spill Correction

The advanced green spill removal tools in ChromaStar™ accurately remove any green spill on your subject's hair, face or clothing and performs an automatic hue-shift that precisely restores the original colors in the image.



World-Class End-To-End Services

36Pix has created two unique services that are powered by ChromaStar™: Green Screen Background Replacement (GSBR) and KnockOut (KO) services of a quality that is unmatched by any other lab or software in the industry

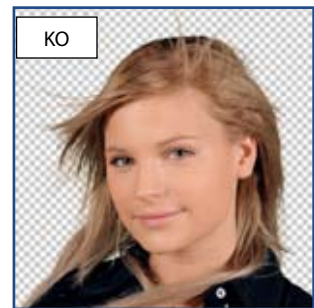
Green Screen Background Replacement (GSBR) Service

Why spend your valuable time replacing green screen backgrounds with marginal results when 36Pix can do a perfect background replacement for you? You can provide us with your own custom digital background, or select one from our massive library of high-quality professional images. 36Pix does everything else, using ChromaStar™ to return a perfectly clean background replacement to you next day, regardless of volume.



KnockOut (KO) Service

For maximum flexibility and control, 36Pix also provides a KnockOut service, which is a "must-have" for any studio involved with school and sport photography. Our KnockOut service also utilizes the revolutionary ChromaStar™ engine to generate a perfectly clean digital KnockOut that preserves all of the subject's fine details. The digital KnockOuts provided by ChromaStar™ will immediately and perfectly integrate with any background, meaning you can take control of your own background replacement.



Fastest turnaround time

At 36Pix, green screen background replacement takes less than 48 hours, regardless of the volume.



Get started in green screen

AT ZERO COST

36Pix can provide you with one of our green screen starter kits which will get you going in no time. 36Pix provides you with all your sales and marketing materials, including customized design of your sales sheet. These green screen starter kits are available for Proof, prepay and speculative programs.

Best of all, if 36Pix fulfills your printing needs, the green screen replacement is free!

Get started now!

Call our sales department to discuss your business needs with us.

