

PixFusion Depends on Rimage to Turn Kids into Characters



PixFusion LLC develops personalized media products for the consumer market, as well as advertising and promotional applications for various clients. The company uses patented technology to incorporate children's faces and names into customized DVDs with some of their favorite animated characters, such as Spiderman, Dora the Explorer, Care Bears and other popular licensed properties. More than 500,000 of these personalized photo and audio DVDs have been sold to date under the Kideo brand name.

When PixFusion began to experience increased demand for Kideo products, the company looked to Rimage digital publishing solutions to help bolster its production capacity and provide customers with an even more personalization options.

THE CHALLENGE

Prior to implementing its Rimage solution, PixFusion's DVD production process had limited capacity, was less efficient and not optimized. The old production system required one step to encode an MPEG file, another step to create a DVD file, and a third step to imprint graphics on the DVD. The three-step process resulted in longer turnaround time per disc and increased the risk for error. "The old system would produce 600 discs in an eight-hour shift," said Marc Jaffe, chief executive officer for PixFusion. "Thus, in addition to limiting our capacity, the old production methods left us with too much inventory and high labor costs."

THE SOLUTION

PixFusion needed a more efficient production solution in order to streamline its multi-step process. After thorough research, the Rimage system emerged as the most highly touted product of its kind. Both a graphics consultant and an independent IT consultant recommended Rimage over any other DVD publishing solution. "After exploring three or four competitors, it was evident that no other system was even in the same league as Rimage," Jaffe said.

(continued on next page)

"After exploring several competitors, it was evident that the Rimage system was the superior and more robust solution."

Marc E. Jaffe,
Chief Executive Officer,
PixFusion, LLC

CUSTOMER

PixFusion LLC, NY, NY

CHALLENGE

Streamline Production Process

SOLUTION

Rimage Disc Publishing System



R I M A G E[®]
ON DEMAND DIGITAL PUBLISHING™

" Because of our increased efficiencies, the Rimage system has created a process that will allow us to further personalize each DVD in the future."

Marc Jaffe,
Chief Executive Officer,
PixFusion, LLC

THE CUSTOMER

PixFusion LLC – New York, New York
www.pixfusion.com



RIMAGE SOLUTION

PixFusion uses two networked Rimage Producer III 7100 systems with:

- Separate embedded processors
- Eight CD/DVD recording drives
- Twointegrated Everest™ thermal retransfer direct-to-disc printers

To begin their system integration, PixFusion used Rimage's robust software development kit (SDK) to author a plug-in to connect with the company's existing video digitizer. PixFusion is now able to encode the MPEG file, create the DVD and print the disc artwork all in one step, and the turnaround for completely customized DVDs is four times faster than before. The Rimage system can create more than 2,300 discs per day, nearly four times as many as previously possible. Also, because of its efficient, direct-to-disc Everest printing hardware, the Rimage system significantly reduced PixFusion's cost per disc as well as labor costs.

Currently, PixFusion is delivering its Kideo product by making a DVD that is shipped to consumers. In the future, PixFusion hopes their content can be delivered locally to be burned at retail, maximizing the investment of the Rimage system; for example, the company would send personalized content to a retail kiosk via a broadband connection, then the retailer would produce the DVD on-site using a local Rimage system. So now, the retailer won't just utilize the Rimage system for their traditional photo workflow, they can increase revenue and profits by delivering additional content. "PixFusion represents the fusion of pictures with other media," Jaffe said. "Together with Rimage, we can create a new fusion of digital content and digital output delivered on a local, on-demand basis."

THE RESULTS

Permanent Direct-to-Disc Printing – An All-In-One Solution

Creating unique, permanent imprints for its products is an important priority for PixFusion. The company had been relying on a separate disc printing solution, which slowed down the production process. With the Rimage digital publishing solution, discs are recorded and printed as part of one simple process. PixFusion can now produce brighter, more durable and professional-looking DVDs, allowing the company to further personalize the disc surface with a child's name and picture, adding significant customer value. In addition, the Rimage system prints barcodes on each disc, allowing PixFusion to more efficiently track orders and match each DVD to an inventory database.

Efficient Operation Boosts Return-on-Investment

Using the Rimage digital publishing system has resulted in major cost savings for PixFusion. Not only is the recording and printing process more than four times faster than before, but the Rimage system's hands-off operation also reduces the need for user intervention, saving additional labor costs. Plus, there is potential for additional product personalization, since the Rimage system can produce custom imprints for each disc, increasing the product's perceived value to the customer. "Although we only have been using the Rimage equipment for a few months, we are well on our way to achieving significant ROI," said Jaffe. "It's possible that the Rimage units could pay for themselves in less than a year."

Rimage Corporation
7725 Washington Avenue South
Minneapolis, MN 55439 USA
phone: 952.944.8144
fax: 952.944.7808
web: www.rimage.com

© Rimage Corporation 2007 All rights reserved.
CS-0001-07-A-E



R I M A G E

ON DEMAND DIGITAL PUBLISHING™