



Celer Images, Inc.
Teripix Mobile App
Overview



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News moves fast. Teripix gives media organizations the power to publish pictures in real-time.



In the media business, speed is critical. Leading news web sites struggle to keep pace with the immediacy of amateur photos posted to Facebook and Twitter. Teripix helps the media take back the news.

In the field: The Teripix mobile app enables news photographers and reporters to upload pictures instantly for use on the media web site, cutting a significant amount of time off the typical process in use today.

At the photo desk: The Teripix service makes the editor's job more efficient as well as easier and faster than before.

The result: Credible, professional pictures posted to the web site in a fraction of the time needed before.

The ultimate ROI: A growing reputation as the "first to know," increased readership and ad revenue, staff efficiency cost savings.

How news sites get and post pictures today



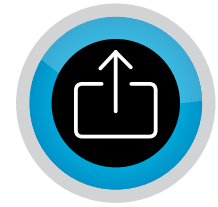
1. Photographer shoots assignment in the field with 35mm



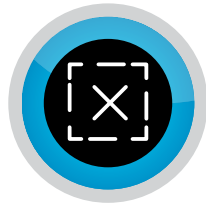
2. Photographer keeps shooting until job is done or the event ends
(30 minutes)



3. Photographer gets to a computer with Internet connection
(5 minutes)



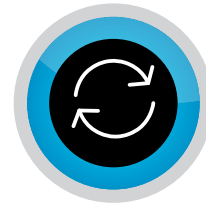
4. Photographer uploads pictures from camera to computer
(5 minutes)



5. Photographer edits pictures
(5 minutes)



6. Photographer captions pictures
(5 minutes)



7. Photographer transmits pictures
(2-5 minutes)



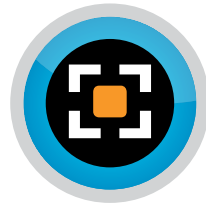
8. Editor makes selections and publishes pictures online
(3 minutes)

Estimated time to get pics on the news site: **58 minutes**

How it works with Teripix



1. Photographer shoots assignment in the field with 35mm (with Eyefi card) or his/her cell phone camera



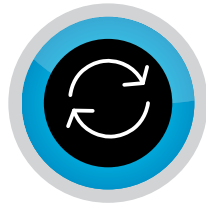
2. Photographer opens Teripix App



3. Photographer selects pictures (1 minute)



4. Photographer enters caption information in Teripix app (2 minutes)



5. Photographer transmits picture/pictures via FTP (1 minute)



6. Editor makes selections and publishes pictures online (3 minutes)



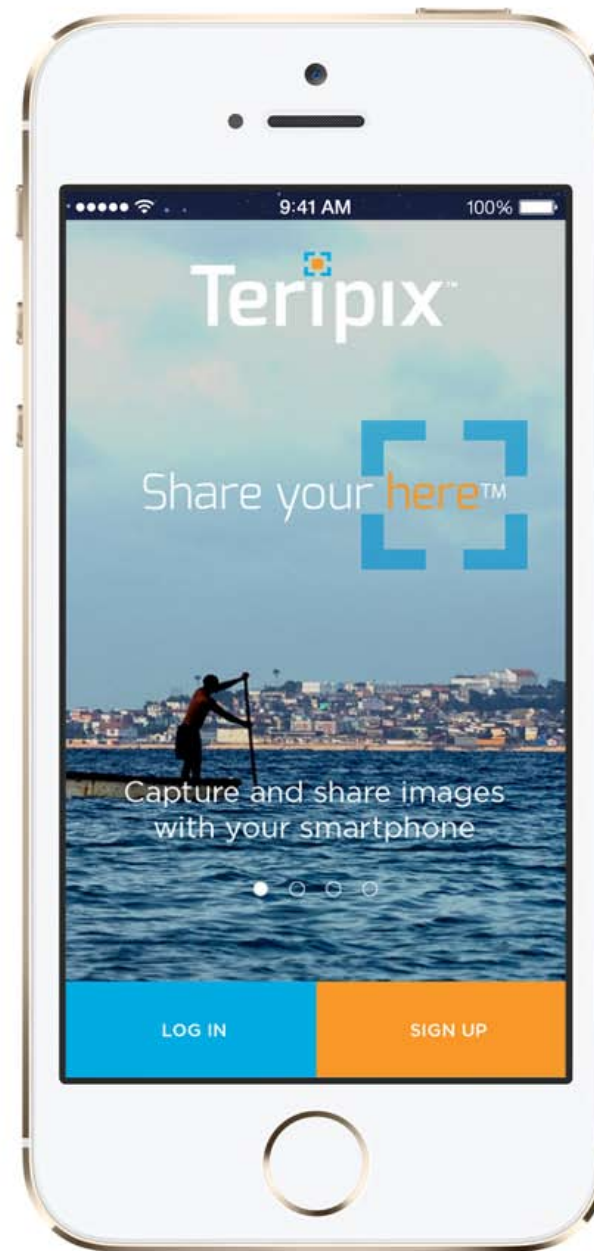
Photographer continues shooting & sending pictures in real-time throughout the event

Estimated time to get pics on the news site: **7 minutes**

How does it work?

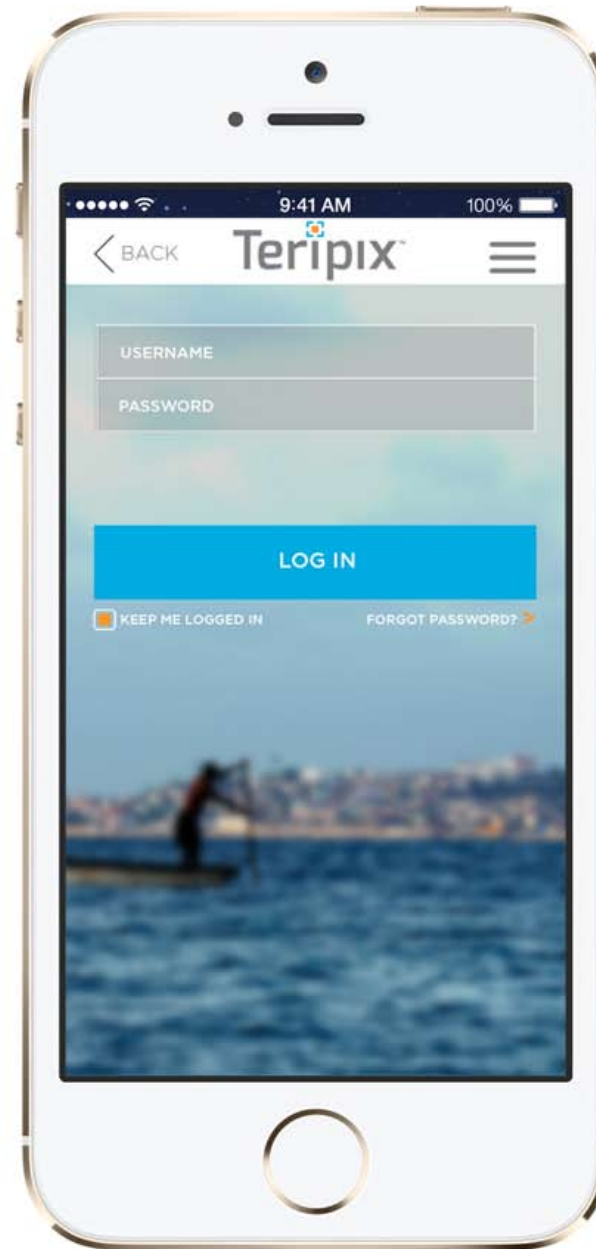


1. Power up screen



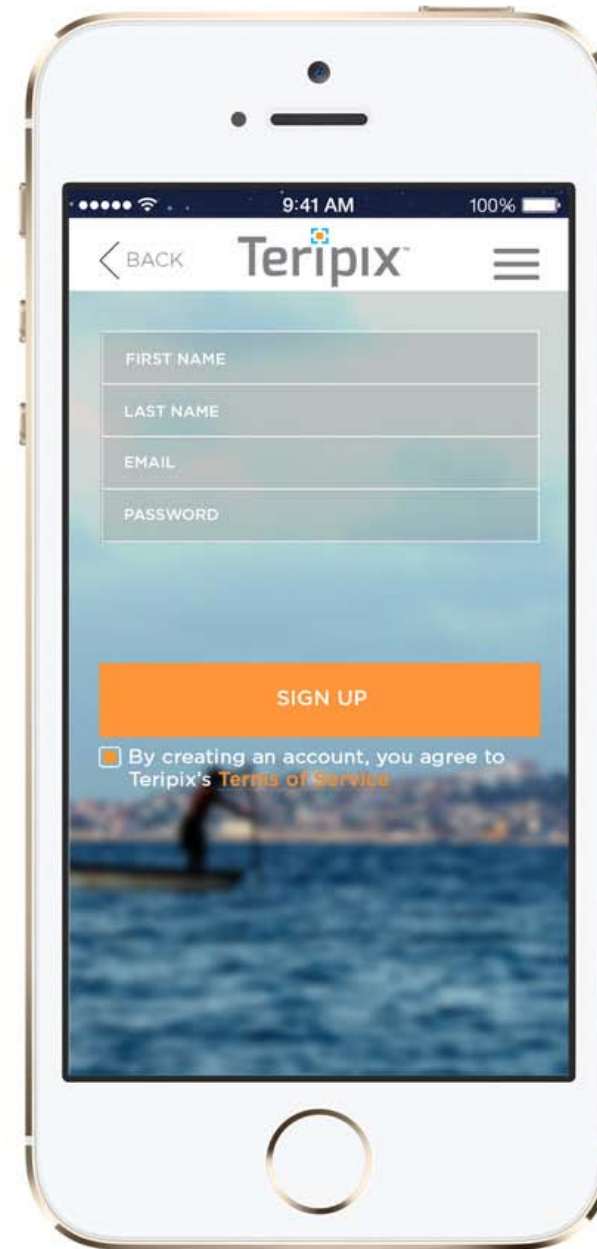
2. Log in

Photographer enters email and password.



3. Sign up

Photographer enters information and agrees to the Terms.



4. Landing Screen

Options to take photo, upload from library and adjust settings.



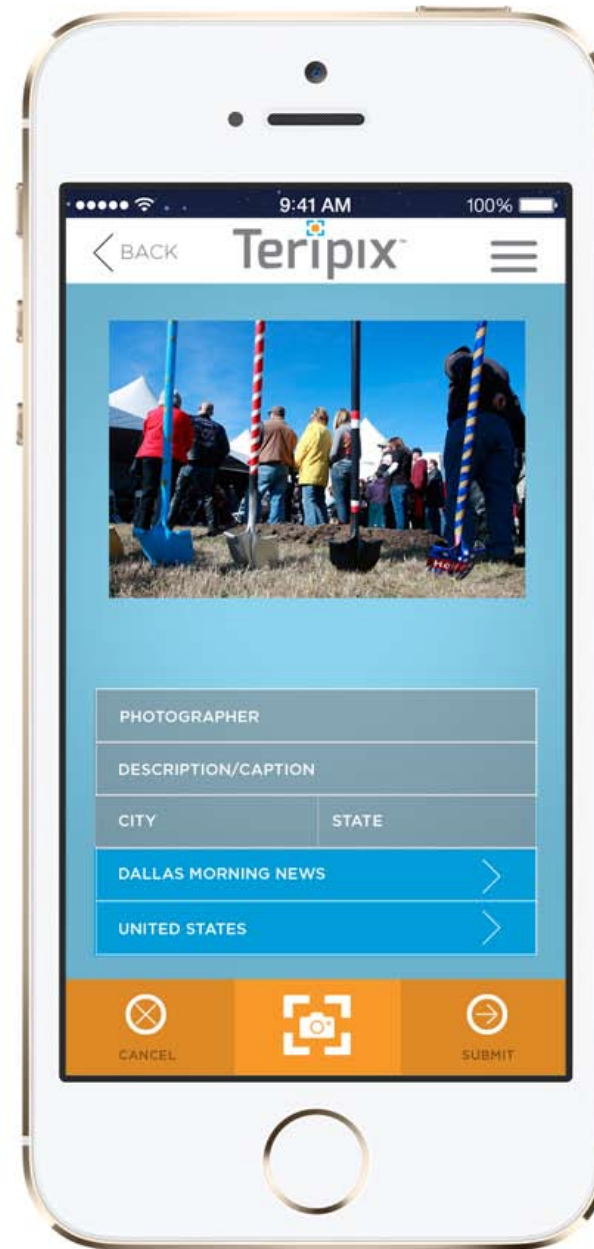
5. Take a photo

Photographer takes photo of subject.



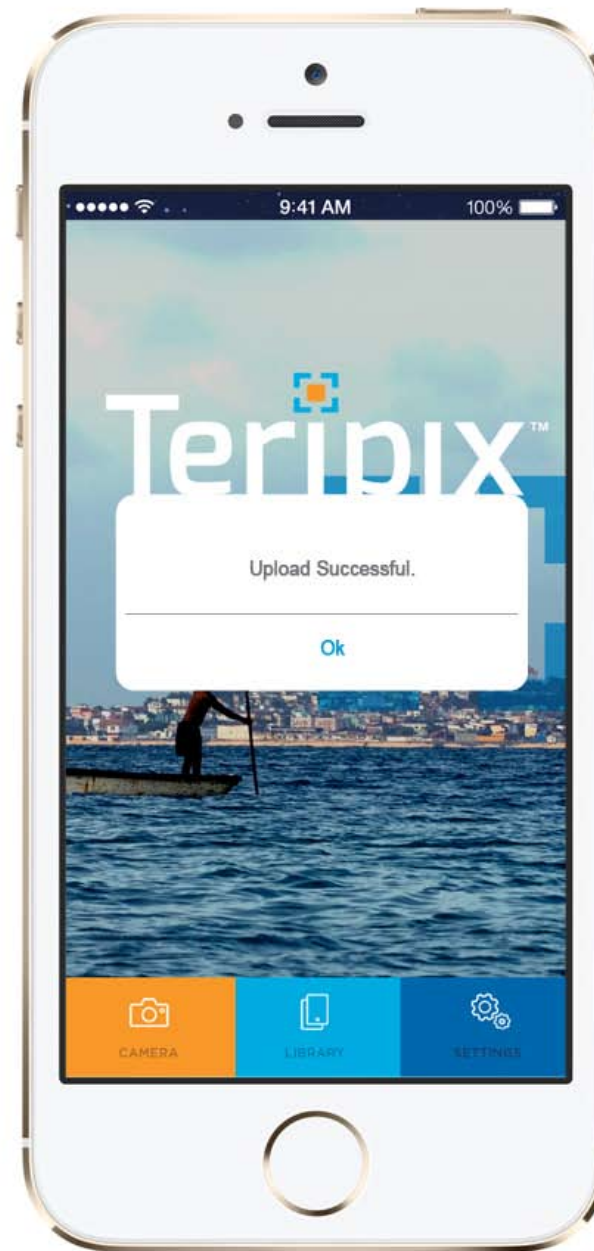
6. Upload the photo

Photographer transmits the picture via FTP.



7. Confirmation

Photographer receives a confirmation message.



Teripix™

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