

Mobilemax™ PIP



Product Positioning Statement

Mobilemax™ is a Photomax™ feature that allows you to send photos via email to your personal account on photomax.com. Designed primarily for your camera phone, it allows you to send pictures from your phone to photomax.com. This product is designed to help you utilize all the photos you take so that you can easily share them with family and friends. Once your photos are securely placed online, they're easy to organize and send to loved ones anywhere in the world. With Mobilemax, you can now preserve, organize, share, and enjoy all the pictures you take.

Product Concept

Mobilemax is an exciting feature that enables you to send pictures via email to your personal account on photomax.com. This means you can send pictures from your camera phone, Microsoft Outlook, PDA and other sources. Camera phones are becoming increasingly popular, and now it's easier than ever before to capture those special moments at any time. With Mobilemax, you'll be able to free up storage space on your camera phone just by sending your images to Photomax. The ability to upload photos via email is just the first of several phases within Mobilemax. Subsequent phases will provide many compelling features and benefits to help you make the most of all your digital photos.

Target Audience

Although this product is available for anyone with digital photos, Mobilemax is primarily designed for the camera phone user. This product typically appeals to Generation X, technology-savvy users that are concerned about preserving their precious memories. Mobilemax is also easy enough to use that it attracts new camera phone users of every age and profession.

Key Features and Benefits

Mobilemax comes equipped with several specific features to make the uploading process easier and more convenient. You can email photos from up to three mobile camera phone numbers and three email addresses.

To send your photos to Photomax, simply email them to save@photomax.com, where they will be placed into your personal Photomax account. Before emailing pictures to your Photomax account, you must create your Mobilemax preference settings. You may also choose to have your photos stored in a new or existing album, or in albums organized by month, week or day. Once your digital photos are emailed, they will automatically be provided with Photomax services and benefits.

Frequently Asked Questions

How do I sign up for Mobilemax?

Login to your Photomax account and click on "my account" located in the upper right hand corner of the page. Next, click on "mobilemax" and complete your preference settings.

How do I email photos to my Photomax account?

From your camera phone, PDA or email service, send a photo via email to save@photomax.com.

Is there a cost for setting up Mobilemax?

No, Photomax does not charge for setting up or receiving emailed photos. However, depending on your mobile phone service plan, your carrier may impose a fee for emailing photos from your camera phone.

How will photomax.com link my emailed photo to my account?

When completing your "mobilemax" preferences, you may designate up to three mobile numbers and three email address from where you will be emailing your photos.

Mobilemax™ PIP

Where are my emailed photos stored on photomax.com?

Upon completing your “mobilemax” preferences, you will indicate if your photos are to be placed into new albums by date or title, or existing albums.

What size photo can be emailed to my Photomax account?

Mobilemax will accept emailed photos up to 3 megabytes.

Is it possible to send a photo from my camera phone using MMS?

Sending photos from your camera phone via MMS will be available in a future release of Mobilemax.

Can I view my emailed photos on Photomax from my camera phone?

In a future release of Mobilemax, you will be able to view and manage your photos on photomax.com from your camera phone.

How many photos can I upload at a time?

You can attach as many photos as you desire, as long as the entire email is less than 3 MB.

How long will it take for an emailed photo to be placed into my personal Photomax account?

This depends on the amount of traffic on Mobilemax, but it should not take longer than 2 hours, even during the busiest times of the day.

2

