

Retail Fulfillment with Kiosks and Minilabs: History and Future Requirements for the Photo Books

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Abstract

The presentation 'Evolution of the Photo Book since 2006', will review the latest information and technologies for the binding and retail industry. The topics that will be discussed include: the evolution of the photo book since 2006, requirements for the photo book kiosks and minilabs, and solutions for the photo book kiosks and minilabs.

A. Evolution of the Photo Book since the start around 2006.

- The pictures of the digital camera were mostly stored in a digital way, but more and more people wanted to print the images to show them to family and friends.
- People wanted to assemble the printed pictures in a book,
 - First printing 4"x6" and putting them in the traditional album with adhesives,
 - Later on full pages with pictures printed directly on a single sheet.
- Software people have created tools to manipulate the digital pictures,
 - Adding also some features like trees, sun, etc.
 - With the possibility to zoom, to turn and to place the pictures
 - Where ever on the sheet of photo paper.
- This new software was mainly used by the online printers.
 - Because of the technical possibilities of the newly developed digital printers the software became more and more sophisticated with more and more possibilities.
 - **This was in fact the start of the present Photo Book.**
- For many people this sophisticated software with all these possibilities was too complicated. People spend hours and hours to improve the image and composition of their Photo Book. More than two-thirds of the people that started the composition of a Photo Book never finished the book.
- People started looking for simpler solutions at home
 - In this way they could work on the Photo Book whenever they wanted and as long as they wished
 - They started to buy printers and photo paper to make Photo Books at home.
 - But the color cartridges are very expensive.
 - So also this solution was not resolving all the

hurdles to make a Photo Book in an easy, economic and convenient way.

B. Requirements for the Photo Book for kiosks and minilabs.

- To help the people that wanted simple solutions, the kiosk was introduced. The kiosk may have different forms from a classic printer to a specially designed machine including payment systems. The kiosk was resolving the problem of the expensive cartridges, but the problem of putting all the printed pictures in a Photo Book remained.
- The Photo Book for the kiosk and minilabs must meet different requirements, because the binding operation must be very simple and the result must be perfect
 - 1) About the operators:
 - a) Most of them are temporary employed.
 - b) Making the Photo Book is one of their tasks.
 - c) Motivation to deliver a perfect product is not always present.
 - 2) About the binding machine/tool:
 - a) The tool for the binding must be very economical
 - b) The tool must be small, the footprint is very small in the shop
 - c) It must be very difficult to make a mistake.
 - d) The number of handlings must be limited maximum 3.
 - 3) About the binding it self
 - a) The binding must be very solid and secure.
 - b) The book must lay open
 - c) That the book must lay flat open, will be required in the future
 - d) That the image must continue over the whole flat-laying book without damaging the picture with holes, will be required in the future.
 - 4) About the cover, which outside must be personalized:
 - a) Only text at the outside
 - b) Text plus a line image
 - c) A fully color picture on the outside
 - d) One window cut in the front-side
 - e) Multiple window cut in the front-side

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C. Solutions for the Photo Book for kiosks and minilabs.

- Different companies supply partly solutions for these requirements.
- Unibind has different complete solutions for all these requirements.
- All the solutions of Unibind are based on Hard-Covers with a channel in steel:
 - 1) Based on end-sheets
 - a) Picture of elements
 - b) Movie of the binding action
 - c) Show all 5 solutions for the personalization's
 - 2) Based on resin
 - a) Picture of elements
 - b) Movie of the binding action
 - c) Show all 5 solutions for the personalization's
 - 3) Based on self-adhesive glue
 - a) Picture of elements
 - b) Movie of the binding action
 - c) Show all 5 solutions for the personalization's