



**Product Review Excerpt**– Hal PC Magazine, April 2008

*“It looks like there is a breakaway leader in the internet photo processing category. If you want prints, just look for the lowest priced provider. If you want a good deal more, try RocketLife. RocketLife provides so much more support in producing your photo product than the other photo sites I have looked at it is no contest. After starting this review BusinessWeek’s Steve Wildstrom touted several of these sites that makes a range of products from photos. I thought I might have missed something. No. I found out **the main thing RocketLife lacks is competition.**”*



## RocketLife Innovations

### ***Why RocketLife is considered innovative:***

RocketLife represents a radical re-think in the creation and ordering of all types of photo products and gifts. The Visan team drew on their award winning background of media, television, film, and special effects technologies in delivering a "visual language" that consumers could embrace.

RocketLife, along with the RocketLife Production Network is a holistic, end-to-end software solution that is unparalleled and innovative in multiple ways, from its single User Interface offering which remains constant for Desktop, Online, and Kiosk solutions, to its Patent Pending "Smart Arrangement Technology" which analyzes the customer's photos and in real-time is able to group and lay them out in a completely natural way, uncannily just as the customer would want them, complete with automated advanced themes and graphics.

The key for the team who invented RocketLife was to examine and innovate at every step of the customer's experience, beginning with bringing their photos into the software and ending with receipt of a marvelous and completely unique product which could have only come from RocketLife.

To begin, customers select a set of photos and without requiring any time to upload them RocketLife instantly displays a catalog of stunning 3D previews of products with the customers own photos placed in them and highlighted with dramatic themes and graphics. The customer will notice that some of their photos are actually incorporated into the themes themselves; for example a photo might be used as a background layer to the theme but altered with tasteful and professional image processing effects such as tint, texture and blur.

So, while other software is just beginning to upload photos, in seconds RocketLife has populated a complete catalog of orderable products, transforming a set of photos into a stunning next-generation photo book, calendar, collage story-mug and many other premium photo-products.

Now that the customer has a great start to their products, they may personalize them using advanced layout, graphics and theme technologies afforded them by means of the RocketEngine. The RocketEngine is Visan's non Flash-based proprietary technology which combines customer selectable and professionally designed multi-layered graphics, a free form layout technology (no fixed templates) which animates and actually heals itself by morphing to new appropriate layouts as photos are added or removed, real-time image processing effects and finally 3D Digital Merchandising which allows the customer to play around with simple intuitive controls such as "Try More Variations" and instantly see what their products look like. The magic is that with all this advanced technology it is invisible to the customer- they simply bring their photos in and have a wonderful time helping their products unfold.

RocketLife contains exclusive key components for Resellers as well as Consumers.

A Reseller can be up and running automatically in a few minutes by signing up on-line, adding their website banner and product logo and paying a nominal fee.

RocketLife's mission is to make sure that every customer has easy access to incredible products with the most powerful and easiest to use features for telling their amazing story.

### ***What sets RocketLife apart from its competitors:***

RocketLife is lightning fast, saves time and makes better products. RocketLife eliminates the tedious, time gobbling photo-upload requirement of other products, allowing the customer to start creating, getting results and completing their projects long before others have even begun.

While other solutions treat each product as a new creation, starting the cycle over each time, RocketLife presents a complete catalog of finished products using the customer's images which may be ordered immediately (including books of many sizes and cover styles). RocketLife uses sophisticated vector

## RocketLife Innovations

based theme technology which allows for complete aspect independence. For example the size (and corresponding different aspect ratio) of a themed collage print, poster or photo book is instantly and invisibly calculated and adjusted without affecting the quality of the art and design thus allowing the customer to simultaneously order multiple sizes from small ( i.e. for extended family) to large (i.e. for heirloom). This advance in technology also allows a customer to create a sophisticated custom Photo Book and then immediately turn it into a set of collage mugs, posters and many other products.

Creation time spent by the customer is also refined and assisted by RocketLife story telling technology. The creators of RocketLife have spent many years creating tools assisting storytellers to express their messages in Media, Film and Television. As a result, the RocketLife creators have been able to build the art of "Visual Language" into RocketLife which is well understood and appreciated by viewers and observers. However; it is scarcely known or practiced by the general consumer. RocketLife has integrated the art of "Visual Language" into its exclusive Smart Arrangement Technology.

No other product has Smart Arrangement technology combined with Intelligent Theme technology, integrated with the language of "Visual Story Telling".

RocketLife Smart Arrangement and Intelligent Theme technology is absolutely NOT the standard (and dysfunctional) "Wizard" or "Auto-fill" offered by others; Smart Arrangement and Intelligent Theme Technology behave as if there is an art designer right there in the computer working with the customers photos, arranging them the way they should, grouped, clustered, collaged and with "Photoshop-like" treatments, resulting in amazing one of a kind custom products designed by a professional Artist/Storyteller.

The vast majority of people know how to pick things they like; they are far less likely to know what to do to create things they like. RocketLife fits and plays to a consumer's natural understanding and appreciation of shopping. After Smart Arrangement and Theme Technology has done its work, RocketLife's exclusive Real-Time 3D Merchandising takes it up a notch. For example, when a customer works on a coffee mug, as they move their collage photos around they are shown real-time 3D views of how the final mug will look. This makes it very easy to place the photos where you would like them and provides the customer with tremendous confidence in the product they are creating.

### ***How does RocketLife benefit its users:***

There is nothing else like RocketLife in terms of ease of use, and streamlined time to create and order multiple products.

RocketLife is a unified interface across On-line, Desktop and Kiosk so there's only one thing to learn and customers can create wherever they are.

Smart Arrangement technology artfully integrates consumer photos with storytelling language along with user selectable themes creating a very emotive experience for the customer. Smart Arrangement technology makes the best use of what has been referred to as the "Customer's bad photos" and turns all of the treasured photos (including those which are imperfect) into elements of the story completing the cycle of the memory experience.

RocketLife and Smart Arrangement combined with Intelligent Themes is lightning FAST. Once the photos are selected either by entire memory card, directory or individually, within 10-15 seconds every single product in the RocketLife catalog is complete and ready for order or customer customization.

Storytelling on other software platforms takes hours and many sessions to complete- if it is completed at all. With RocketLife's Smart Arrangement technology the time to create extremely compelling results is turned into just a few minutes.

## RocketLife Innovations

Once a customer picks a product that they like they can then do further customizing and RocketLife's exclusive 3D merchandising allows them to customize and edit "In Place" which means they can see their work on the completed product as they edit.

RocketLife features many Patented-Pending technologies revolving around its Smart Arrangement, Intelligent Themes, Real-Time 3D Merchandising, and Smart fulfillment capabilities.

RocketLife is for everyone: From busy Consumers to Digital Scrap-Bookers- and includes the level of sophistication required by even the most demanding of Business customers.

RocketLife and RocketLife Production Network make it possible for anyone to participate anywhere in the chain; from an end user, to a reseller or distributor with their own branding, to a product fulfillment house including printing and binding.

Key words and themes that describe RocketLife include:

Fast

Easy and natural

Visual Story Telling

Create once... use multiple times to order, including additional products, sizes, and treatments

Smart Arrangement

Advanced Intelligent Themes

3D Merchandising

In place editing (what you see is what you get)

Agnostic integrated fulfillment network (RocketLife Production Network..."RLPN" can work with any fulfillment Partner)

Customized product and website branding for resellers.