

Smart

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It's raining prints as Karizma And Xerox join hands!

With constant birthing of new products and their short-lived technical innovations, the latest mantra to hit the photography market is 'back to the basics'. The first in line is the storage media, after a British research report pointed that corruption in digital portable and storage media will retain the life of your images up to merely 30 years!

In such a scenario, advanced printing solutions, created by 'you' seem to be the only panacea! Prasad Parulekar, CEO, PXL Soft talks about gaining foresight, being solution oriented and getting the consumer back to print!

Which innovations has Karizma unveiled at the Photofair?

We have launched the Karizma Genie, and the response to the same has been phenomenal. It has amazed visitors how they could create an entire Photobook in 3 clicks! Actually, the Photobook can be made automatically with the selection of images and the layout.

The next in line is the Karizma Designer version 4.0; this one is exclusively caters to professional photographers. Karizma Designer 4.0 specializes in color correction and touch-up, which is always on a professional photographer's priority list.

Elaborate on your alliance with Xerox, when and how did it take place?

Ours is a digital age and we have studied, that at one hand people need instant prints, and on the other hand non-printing people are looking at returning to prints as their mode of storing memories.

It was a strategic alliance between Xerox printers and Karizma Genie with a common goal - more prints! The alliance was sealed last month with the understanding that both parties would be mutually promoting each other's product.

The printing market is in a tailspin, and there are too many Photobook manufacturers entering the fray, Canon, Nortisu, Canvera, Mazda included - how does Karizma stand-out of this lot?

Firstly, we are not competing with any one and we are not talking about the professional market. We are concentrating on the consumer market. Through Genie, we have tied up with Xerox for printing purposes.

With Karizma Designer 4.0, we are open to consumers deciding their printing preferences. Our aim is to help enhance every studio/lab owner's product. We are very open to this idea because we are working as Photobook enablers not makers. And that is the precise difference you will see between our so called competitors and us at the Photofair.

With pressures from the digital medium and competition in the printing market - what according to you is the future of Photobooks in India?

We can't just talk about Photobooks - its



Prasad Parulekar
CEO, PXL Soft

the scene with personalized printing, be it invitation cards, tee shirts or ceramic physical products. According to us, people have started printing again. However the difference is that merchandise occupies space in your showcases where there is little to spare and Photobooks occupy your drawers, where there is always enough to spare! Personalizing the Photobook is going to be the next big thing, and luckily for us Karizma Genie supports both merchandise and books.

How has the recession affected you?

Well frankly, we are doing well. Our last quarter figures are very good. The recession has not impacted us as yet, and if it has to come, all I can say is that we are prepared!

India has not felt the impact of time bound technology and product obsolescence as the developed countries have noted. Do you in such a case think that the introduction of Photobook software in India is a little premature?

We are always before time, and that's what we love! We do have a lot of groundwork to do at hand, starting with educating our patrons.

We have done so by banking on the experience they had with us. This is not what we contemplated, but what we have experienced! Our patrons return with their flash drives and DVDs of images pulled out of hard disks to create Photo albums and personalized merchandise. Printing therefore, is definitely coming back to do good business!