

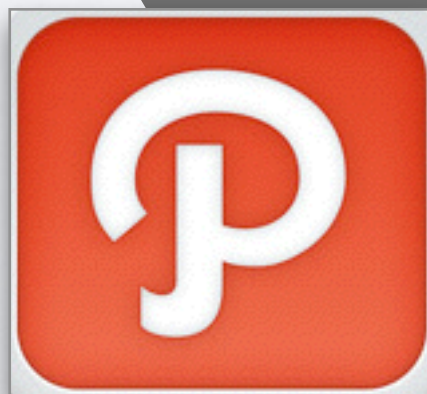
# EVERPIX

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(YET ANOTHER CODENAME)



# Real-time Photos





**Real-time  
Photos**

# **Pre-existing and Personal Photos**



# **Huge Market Waiting to Move Online**



# 3 VERY GOOD REASONS

- How to **access** easily all these photos?
- How to **backup** easily all these photos?
- How to **share** easily all these photos?



# OFFLINE SOLUTIONS

Great for photo management | Poor for backup & sharing



flickr<sup>TM</sup>



# ONLINE SOLUTIONS

Aging competitors | Limited innovation





**Everpix for Photos**



# DEMO

# SIMPLE & HIGH-VALUE PROPOSAL TO USERS

**All your photos.  
Anywhere.  
Automagically.**



# SYNOPSIS

- Everpix is:
  - For your average user, family member or photo enthusiast
  - Transparent to the user workflow
- Everpix is not:
  - Yet another backup solution
  - Yet another photo sharing solution

# NOTES



# FREMIUM MODEL

- No-friction registration for new users
- 1st possibility:
  - Free accounts limited to medium-resolution photos
  - Paid accounts for originals
- 2nd possibility:
  - Free accounts limited to latest 1,000 photos
  - Paid accounts unlimited
  - Premium account allows RAWs

# COMPETITORS

- Local backup solutions like Time Machine only solve half the problem and have no immediate value to the consumer
- Exporters and uploaders for Flickr and other services require way too much work and management from the user
- Online backup & sharing solutions like Dropbox or Evernote are really designed for “arbitrary files”, not “photos”
- Facebook is very efficient at sharing photos but getting them there is still quite complicated



# CONSTRAINED ENGINEERING

- One-way synchronization only
- Not an immediate replacement for desktop photo software
- Not an immediate replacement for mobile photo apps
- Only photos initially, movies later

# TENTATIVE ROADMAP

- v1: Mac 10.5, 10.6 + iPhone / iPad 4.x + iPhoto / Aperture + Facebook + GMail
- v1.5: IMAP, Flickr, Mobile Me, Picasa...
- v2: Windows & Android support
- v3: Public API



# FUTURE

- Potential social layer through “photo graph”
- Ecosystem possibilities (3rd party services)
- Can be used as a base to attack real-time photo space