

Introduction to Product Portfolio



Press Presentation
2007

Sharpics Company Overview

Our Mission :

To be the trusted source in product photography with a complete line of cost-effective and innovative solutions for achieving professional product images.

About Us:

Sharpics has developed a complete line of signature products specifically designed to help capture high-quality, professional photos needed for websites, online auctions, Internet retailing, print catalogs, promotional materials, graphic design and more.

Sharpics provides easy-to-use and cost-effective solutions for everyone from *novice* to *professional* photographers.

- Inspired by family business (circa 1967)
- Headquartered in San Diego, California
- Privately held

The Market for Product Photography

Product photography is used on a daily basis in a variety of industries:

Commercial art, manufacturing, technology, publishing, graphic design, retail, e-commerce, online auctions, insurance/estate planning, etc.

Both Professional and Novice Photographers WANT:

- Reliability
- High-quality, professional images
- Fast results
- Space-saving and easy to store
- Versatile
- Simplicity – easy to use
- Durable
- Affordable

Sharpics Customers

- Professional Photographers
- Novice Photographers – Average Consumers
- Artists – Graphic Designers
- Marketing and Sales Teams
- Online auctioneers (eBay)
- Internet Retailers
- Entrepreneurs
- Small Businesses
- Photo Enthusiasts
- Publishers

Sharpics Product Portfolio



D-Flector™ Portable Photo Studio Backgrounds



Tabletop Studio Lighting



Tabletop Monopod



Overhead Lighting



PolyBounce™ Reflective Background with Stand



Complete Tabletop Studio

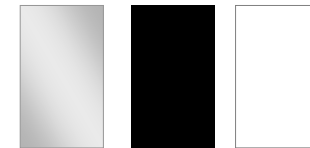
The D-Flector™ Portable Photo Studio

The D-Flector™ is a unique portable photo studio that unfolds into a table top background stand.

Two distinct sizes:

- **20" wide** for photographing small items such as model trains, coins, collectibles, CD/DVDs, jewelry, etc.
- **30" wide** for larger items such as electronics, toys, footwear, handbags, collectables, handheld tools, etc.

DF-20/DF-30



The D-Flector™ Portable Photo Studio

Features and Benefits:

- Black leatherette briefcase with magnetic flap and chrome-plated swivel handle.
- 3 seamless backgrounds including reflective silver, matte white and black.
- Backgrounds are secured with top & bottom clips and corner pockets.
- Briefcase can unfold flat or as a seamless background sweep with an integrated easel stand.
- Unlike paper or cloth, vinyl backgrounds are durable and easy to clean.
- Portable, quick to setup and compact for easy storage.
- Packaged in a full color display box.
- Patent pending.



Tabletop Monopod



MP-16

Sharpics' Monopod is compact, sturdy, user friendly and ideal for tabletop photography. Unlike a tripod, it provides room to work without taking up floor space. It clamps onto your work surface with many adjustable features found on most tripods without the legs. A ball head allows you to pan and tilt the camera. The camera stand also has a pivot knob that can act as a copy stand for overhead shots (something a typical tripod can't do). The 2-section column collapses and extends to a maximum of 16 inches.

Features:

- 2" clamp with molded knob.
- Main adjustable knob for tilting and easy control.
- 2-section column for vertical adjustments extends to a maximum of 16 inches high or get close for macro photography.
- Packaged in a full color display box.

Tabletop Studio Light Kit

Two mini studio lights for tabletop photography

Features:

- Two compact light stands.
- Two 30-watt fluorescent bulbs, Color Temp 5000K.
- 2-section column with flip grip adjusts from 12" to 18".
- Two 9" reflectors with adjustable ball bracket.
- On/off switch and 7-ft cord.
- Each light fixture is rated 120V, 250 watts maximum.



LTK-92



Daylight bulbs
included

Clamp-on Overhead Light

Add an overhead light for full lighting effects. A clamp-on light stand is great for tabletop applications.

Features:

- 2" clamp with molded knob.
- One 30-watt fluorescent bulb, Color Temp. 5000K.
- 2-section vertical column and 2-section horizontal column with twist lock.
- 9" reflector with adjustable ball bracket.
- On/off switch and 7-ft cord.
- Rated 120V, 250 watts maximum.



Complete Tabletop Studio

We put together the main components to get started with your small tabletop studio. It includes a D-FLECTOR (choose 20" or 30"), daylight studio lighting and a camera support stand all in one package.

Includes:

- D-Flector Portable Background Stand (choose 20" or 30" D-Flector)
- Two Compact Tabletop Studio Light Stands (LKT-92)
- One Tabletop Monopod (MP-16)
- Two 30-watt, 5000K, Compact Fluorescent Light Bulbs (CFL-30)



CTS-200/CTS-300
(CTS-200 shown)

PolyBounce™ Background

PolyBounce™ Reflective Material with stand.
Activated by flash/strobe lighting for a pure white background. Large enough to take photos of clothing, upright products, portraits for ID cards, etc.

Features:

- 3ft x 10ft reflective silver background.
- Easy to setup. Background has 4 grommet holes at each corner.
- The stand hooks onto each corner of the background and stretches it flat without wrinkles.
- Includes carry bag for travel and easy storage.



Suggested Retail Pricing

Model	Item Description	SRP
DF-20	20" D-Flector Portable Studio Backgrounds	\$69.95
DF-30	30" D-Flector Portable Studio Backgrounds	\$119.95
MP-16	Tabletop Monopod	\$49.95
LKT-92	Compact Studio Light Kit	\$129.95
CLK-9	Clamp-on Overhead Light	\$89.95
CTS-200	Complete Tabletop Studio Starter Kit – 20" D-Flector with 3 vinyl backgrounds, compact studio light kit and tabletop monopod.	\$239.95
CTS-300	Complete Tabletop Studio Starter Kit – 30" D-Flector with 3 vinyl backgrounds, compact studio lighting kit and tabletop monopod.	\$289.95
PB-310	PolyBounce Reflective Background (36" x 10ft) with carry bag and stand.	\$189.95

*All products are backed by a limited one year warranty.
Estimated availability – June/July 2007*

Product Reviews

We introduced the D-Flector™ Portable Photo Studio in 2004 with a unique reflective background. It was developed for photographers to produce quick product images with a pure white background but without an elaborate studio setup. We have continued to expand our product line with larger size backgrounds, studio lighting, tabletop camera stand and other accessories.



Product of the Year! “Product photography is providing new opportunities to all digital camera users. The possibilities are endless. It is now easy to take pictures of favorite heirlooms, or other items for scrapbooking, appraisals, interior decorating, online auctions, inventory, estate planning, e-commerce, publication or promotional materials.”

- *Start Your Own Business Magazine by Small Business Opportunities*



“Sharpics created what may prove to be **a necessity for product photographers**”

- *Photo Techniques Magazine*



“Here's a **very cool product that will help amateurs shoot like pros**, and will **help pros save a lot of time** when they need a perfect object photograph, fast.”

- *Picture Magazine*