

**WHO WE ARE**

**JOY PICTURES**

---

**Joy Pictures** was founded in 2002 by engineers Andrea Bazzini, Davide Bucci, who have many years of experience in developing software dedicated to digital photo printing, and Michele Grimaldi and Florio Stringara, managers of one of the biggest European finishing chains in the field of photo printing developing.

Their first mission was to search for, develop and distribute new business solutions in the sector of digital photography.

All pieces of software were born after a first phase of intense development carried out by the partners dealing with the research and development area. The "Street Shot" software has been dedicated and designed for event photos through the use of photographers to better manage the photographic business in contexts such as holiday villages, cruise ships, family entertainment areas, sport, social and cultural events in general. Afterwards, Quick Shot and Video On ride were born, which are used for theme and water entertainment parks. The most recent one is Virtual Shot (software and integrated technology for Kroma Key). We can assure that our pieces of software have significantly contributed to better rationalise the efforts used in carrying out this business by considerably speeding up the work. They have revolutionised the way photographers work in this sector, both in tourist villages and theme and water amusement parks, giving a significant impulse to the development of what has become a real and proper consolidated business. To such an extent that today, through associated and/or subsidiary companies or customers who exclusively work with us, we can confirm our presence in almost 300 facilities including holiday villages, amusement parks, trade fairs and other world contexts.



● Amusement and Wather Park

● Resorts

OUR PRODUCTS

JOY PICTURES



All pieces of software are of exclusive property of **Joy Pictures**, including the source codes.

We believe this is our strength, because we are able to turn the customers' and market requirements into continuous upgrades, making sure that our pieces of software are never conceived as finished.



### Street Shot:

This software allows to take photos, print and deliver the finished product in real time, significantly shortening in-between times and permitting to exhibit proofs or directly display digital previews on a monitor.

It is through a special database that the limits to bring peripheral devices with one another in the network are removed.

Quick methods of photo search (bar codes or RFID) allow to display the customers' files within a very short time.

A daily detailed report of the work done makes possible to analyse every stage of the work and improve it day by day from an operational – and consequentially economic - point of view.

Moreover, it is used to manage an advanced print spooler, thus from the same programme interface it is possible to print in different formats and on alternative materials (such as paper, canvas or sublimation accessories like cups, pillows, etc.). It also permits to burn and export files in order to make the offer more attractive for the clients, so they can keep their photos in their smartphones or tablets rather than on the Internet through social networks (Facebook, Twitter, etc.).



**Quick Shot:**

It is a high-tech system called 'on ride pictures'. It is totally automatic and allows to take photos on any type of attraction and sell them through photo printing or files that can be commercialised both at the store and on the Internet. The on ride pictures systems include a part which manages the shooting of photos through cameras, flashes and sensors, and another part where their sale is operated by means of computers, monitors, TVs and printers.

The type of attraction on which this system can be installed goes from the simple flume ride to the most complicated and new roller coasters, where speed is always very high, both in theme and water parks.

In every picture, a layout that recalls the theme of the attraction or park is applied and a QR code is printed on it, through which customers can immediately download photos on their mobile phone or directly at home on the Internet.







### On Ride Video:

This technology is installed on high performance and thrilling attractions and enables to virtually film the visitors, recording sounds at the same time.

On trains, the whole technology has been installed. The hardware is customised according to the attraction and in agreement with the builder of the latter.

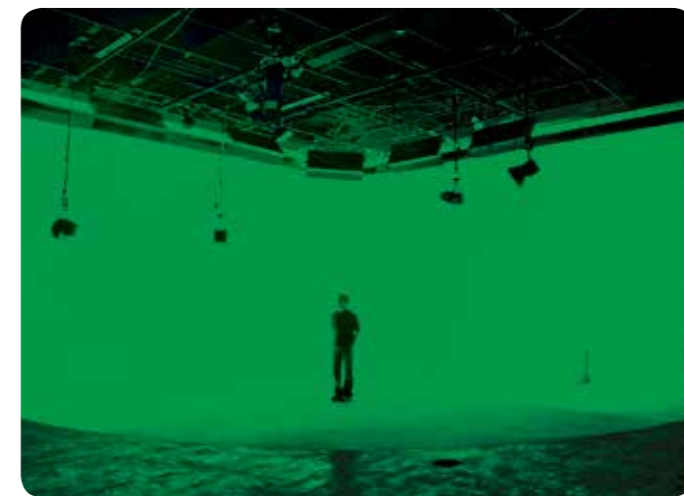
Videos are sent to the store via Wi-Fi and can be sold like photos on DVDs, USB key or on the Internet.

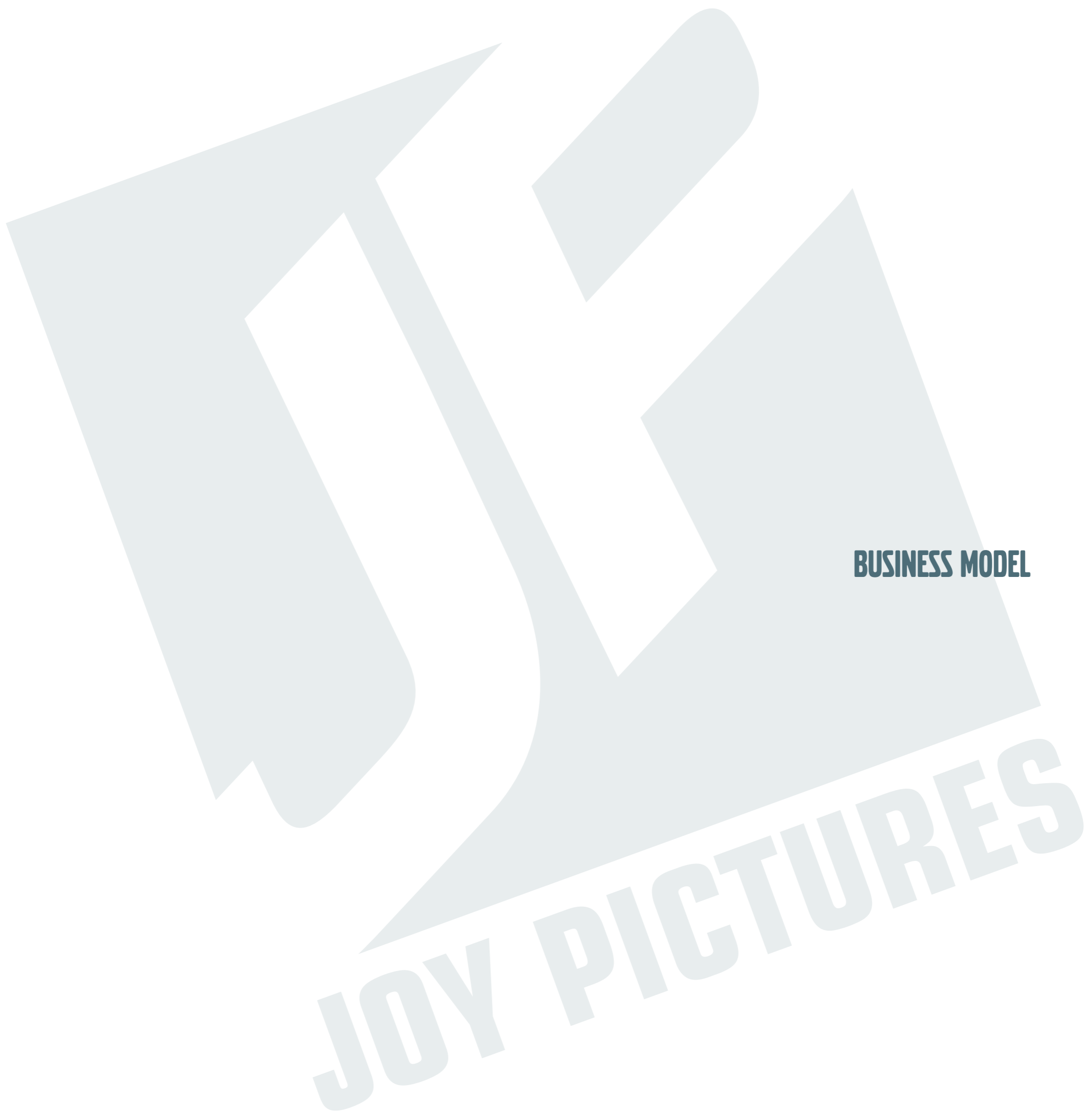




### Virtual Shot:

Normally this system is installed at stores placed inside amusement parks and/or high traffic areas such big shops or shopping centres and allows to make photomontages in real time of all kinds and with any type of layout. This special technique, used in film production, enables to give life to any creative idea. The precious photomontages made with the chroma-key technique, permits to entertain the visitors who, in a few minutes, get creative and funny memory photos.





**BUSINESS MODEL**

**JOY PICTURES**

---

The fact of having developed management software and some important technical patents within the company – and therefore owning them - gives Joy Pictures the versatility needed to adapt to any situation requested by the client through technology customisation;

Joy Pictures, in fact, apart from pieces of software, autonomously produces and assembles its own PCs and Flashes needed for the management and, for those that are not internally produced, it employs the best printer peripherals and devices and the best cameras available on the market.

Furthermore, Joy Pictures always carefully integrates the new technologies to its products by previously submitting them to detailed tests in order to guarantee the ease of use and technical and commercial efficiency.

Joy Pictures' engineers and technical department search for and develop solutions according to the specific installation issues of each individual case, trying to obtain the best selling results.

Joy Pictures strength lays on the ability to adapt its own technological solutions to the different types of business.

This versatility and adaptability results in a plurality and variety of mechanisms of commercial cooperation that allow Joy Pictures' partners to optimise the resources, obtaining the greatest gain with minimum investment. The common denominator in these different solutions arises from Joy Pictures decision not to sell its pieces of software but only giving customers the license to use them.

From this decision, the most diverse commercial mechanisms are developed, ranging from the simple technological sale to the most complex revenue-share mechanisms through all-inclusive rentals that include the supply of anything needed to the business model: from the hardware component to the graphical study of folders and communication, to the sharing of its know-how, developed over time and in the most varied situations, up to the participation with the customer in the choice of the best commercial policies to be implemented.

Of course, technologies and software are constantly evolving and all the updates are made available and installed for those who request it.

**OTHER BUSINESS PRODUCTS  
AND MODELS DEVELOPED**

**JOY PICTURES**





### Portrait picture

Pictures are for sure the kind of memories par excellence: images that capture a specific moment of our life and keep it alive in our memory.

At theme parks in general, the photography market is strongly developed, because everyone needs to have memories: both for oneself (like when browsing a photo album to bring back moments of the past) and for others (like when showing to friends pictures of the places visited).

The picture production and sale system that we use allow us to provide clients with an innovative product with a high added value. Not a simple picture, but a product that can give the visitor a personal and exclusive memory of his visit, allowing the park to promote its image all over the world.

Thanks to our staff, we are able to train and manage directly our staff in order to perform a professional business of portrait picture with Mascots or in pose rooms specially made by us.

The purpose is to promptly deliver to the visitors a memory photo or professional photo books.





## OUR CUSTOMERS



## OUR PARTNERS

# DNP

---

Photo Imaging





**Joy Pictures srl:**

**Registered Office**

Via Circonvallazione Occidentale, 12  
47923 Rimini • Italy  
Ph: +39 0541 020532

**Research and Development Headquarters**

Via Cavina 25  
48121 Ravenna • Italy  
Ph +39 0544 201350

**[info@joypictures.it](mailto:info@joypictures.it)**  
**[www.joypictures.it](http://www.joypictures.it)**