

**THE
MIRUS
GUIDE TO
MAKING
MONEY**

In a World Gone Digitally Mad!

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Choose Your Friends Digitally



BE CRITICAL. GO DIGITAL. When selecting what's right for your business, it's best to be critical. The GalleriaPro™ desktop digital film recorder is the best solution for turning digital files to film.

While looking to increase your services offered, the GalleriaPro is far more versatile than a stand-alone file to print system. Compare it to the competition. We've designed it specifically to meet your demands. How so? We asked.



Customer input was essential in developing the GalleriaPro. The result is razor sharp 36-bit color images with no haloing or distortion, and with 44% more pixels than the standard 4,000, it's a difference you *will* see.

We'll prove it. Send us a file, we'll image it and send it back.

A FRIEND INDEED. Great relationships are built on trust. You can trust the GalleriaPro to output high quality digital images on time and on target. With Mirus FilmTuning™ color slides, negatives, and black and white will consistently match your original scans.

That means you'll match the growing demands for digital services with confidence. Turn those outsourced jobs to in-house profit makers. Open new facets to your business. Grow along with fastest growing segment for professional labs—digital imaging sales.



Master the Art of Changing Heads

GET IN TOUCH WITH PHOTO RETOUCHING. If you're not already on the digital bandwagon, it's never to late to hop on this bus. And with the software available today, it's often as easy as "cut and paste."

The GalleriaPro will take your new image and turn it back to film for more prints and more profits. Just think, any of the following photo improvement services for \$75 per hour plus the scanning, imaging, and prints.

Photo Restoration - Give an old photo a new look.

Photo Alterations - Remove unwanted objects, stains, people, and more.

Photo Compositions - Join family members that are worlds apart.

Photo Collage - Create a new image from photos, backgrounds, and memorabilia.

Photo Colorization - Add a rainbow of color to faded or black and white photos.



MORE THAN JUST A GREAT SLIDE. Sure, presentation slides are extremely profitable and the GalleriaPro turns them like pancakes, but why stop there? The variety of services available using the GalleriaPro is virtually limitless. For starters, imagine offering your clients the following with *their* photographs!

- Holiday Cards
- Framed Photos
- Direct Mailers
- Sports Cards
- Magazine Spoofs
- Postcards

Take the Money and Run with Mirus

Create
More
Income

Utilize
Existing
Equipment

Grow

Expand

SHOW ME THE PROFITS. Here are a few examples of the GalleriaPro at work.

The Money Maker: Presentation slides reap profits. Corporations, hospitals, and government offices adore PowerPoint. At \$10 per slide and 20 slides per presentation on average, you'll earn \$200 for slides that may take an hour to image.

Digital Dollars: Photo Cards, announcements, and invitations require creative set-up time (\$75 per hour). Add the imaging, processing, and prints and 500 business cards equals \$150 to \$200 per order.

Art for Sale: Photo enhancing services—restoration, colorization, collage—will excite, expand, and diversify your workplace. Plus, you can expect to earn \$50 to \$250 per job, not to mention all the reprints.

Cloning Cash: Slides to prints, prints to negs, negs to prints. It's a tongue-twister that means profits. Using a scanner for input and the GalleriaPro for output, you'll get sharper duplicates that command higher prices (\$20 to \$30 per copy negative).

SUPPORTING THE BOTTOM LINE. Our goal is to help you and your business succeed. Mirus customer support and educational tools enable customers to swiftly integrate the GalleriaPro into a work environment. Once in, we're not satisfied until you're satisfied. And from there, tell us what we can do to help you be even more successful.

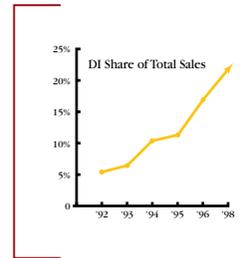


IT'S A DIGITAL WORLD. Digital imaging (DI) sales are booming. As demand increases, labs and bureaus offering digital services are in the strongest position because of the variety of services they can offer.

The following facts are from the *1996-1997 DIMA Data Report—Professional Photographic Labs*.

How DI affects sales. Firms who offer DI services saw their overall sales grow at almost double the rate of firms who did not offer digital services.

How DI relates to earnings. On average, labs had approximately \$107,000 in sales in 1996 per digital imaging employee—significantly more than a non DI employee.



How DI is catching on. In 1996, 67% of professional labs offered DI services compared to 54% in 1995.

How DI dollars are spent. Leading the way, one out of every five digital sales dollars in 1996 was spent on photo retouching services. And coming in a close second—film recorder output.

PUTTING IT ALL TOGETHER. It's no secret where the market is now or which way it's headed. The real question is how to capitalize.

The next time a customer brings in a presentation needed right away or a wedding photo they'd like retouched, what will be your response? With the GalleriaPro in your corner, you'll say "Bring on the jobs."

SPECS FOR TECHS. Until now 4,000 lines of resolution has been the norm for 35mm output.

Precision

Time Modulated Exposure eliminates haloring (blooming)

Dynamic focussing for uniform sharpness

Optics

Custom high-resolution 7-inch CRT

Optical quality 50mm F/5.6 glass lens

Output

Max. resolution: 4,800 horizontal X 3,200 vertical lines

Color Depth

36 bits per image

16.8 million colors per image/68 billion palette

Film Tuning

Red, Green, Blue, Contrast and Brightness

Individual Look Up Tables (LUT's) can be created and saved

Compatibility

Windows 95, NT 4.0 and PowerMac including PostScript™

Warranty

1 year parts and labor, extended warranty available

A BRIEF HISTORY. Mirus introduced the first desktop digital film recorder in 1987 and continues to achieve milestones: a patent, magazine awards, recognition for technical accomplishments, The President's "E" Award, and strategic alliances. Our mission is to deliver the best value and performance from initial purchase through ongoing use. For more information, call or visit our web page at the listings below.

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