

Image Delivery in a Snap!



mobile **darkroom**

www.mobiledarkroom.com
carmel, california
831.515.5610

Pioneering in the Digital Age

How Sven van Rooij's *Mobile Darkroom* revolutionizes event photography by giving guests instant, memorable pictures to take home.

Heads turn when Sven van Rooij rolls up to wedding receptions, private parties, and corporate events in a sleek black truck pulling a 20-foot trailer. It's a cross between a mobile command center and a photo lab. The trailer is stocked with the latest in digital imaging equipment.

Welcome to Mobile Darkroom, an event photography service that van Rooij introduced last summer. The amateur photographer is a veteran in the field of computer consulting and web design and owns the local consulting firm Digital Carmel. The idea for Mobile Darkroom came up after he attended a friend's wedding.

"I saw so many old friends at the reception. Some had traveled thousands of miles, and we were all dressed in our best outfits. The bride and groom hired photographers who probably took a couple thousand pictures, but no one knows what happened to those pictures," he remembers. "I don't think any of the guests ever saw a single photo. It got me thinking about how nice it would be to print off photos as the event is happening, so we can actually see how much fun we had and how great everybody looked on the same night!"

The business' premise is simple. Clients reserve the Mobile Darkroom trailer, which holds cameras, laptops, projectors, and printers. On the day of the event, van Rooij's team arrives with the equipment. Then, using images provided by the

professional event photographer, or from shots that guests take with their own cameras, Mobile Darkroom staff members print photographs, digital photo CDs and DVD videos for guests to take home with them.

The company also partners with various local photographers, so they can arrange for professional photography services upon request.

"It's like a one-hour photo lab and a production studio on wheels," says van Rooij. "We set up wherever your event takes place. We can collaborate with our clients' photographers or bring our own, and we also provide the latest event technology, such as projectors and laptops. We can even create mobile wireless Internet cells. On-site technical support is included, since each member of our team is cross-trained in technology and digital imaging arts."

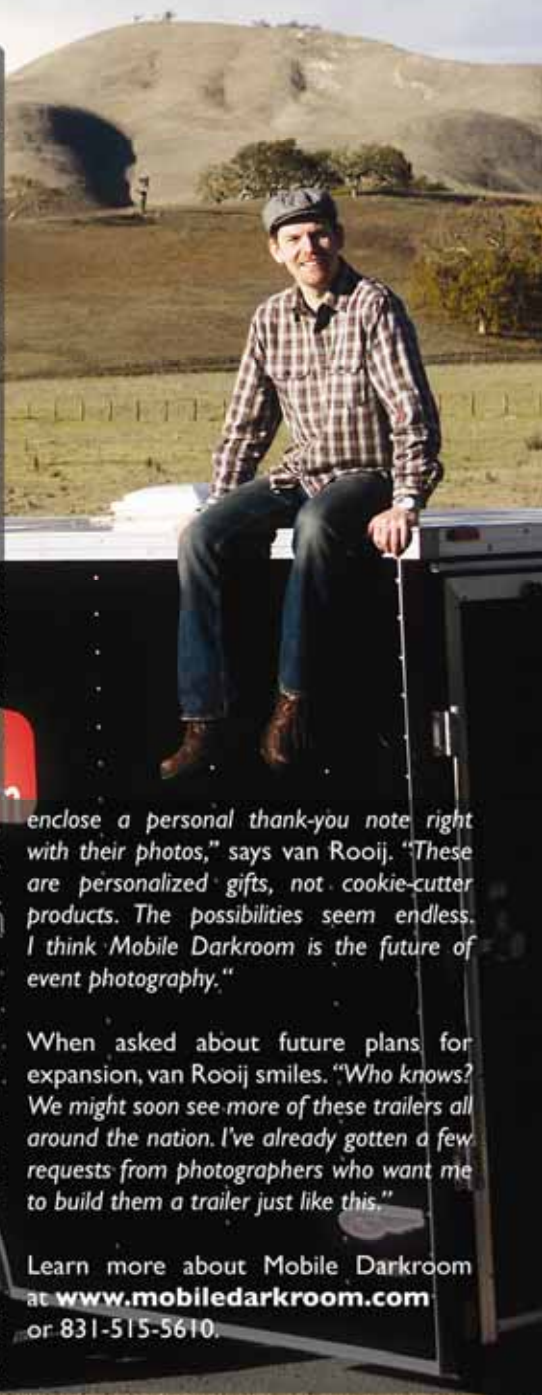
Mobile Darkroom is tailor-made for wedding receptions, and it's a great fit for fundraisers and special celebrations, as well as school events and dances. Companies can give out pictures at employee events, and meeting groups can offer photos and CDs after golf tournaments or conference banquets. Besides providing instant print and digital photos, Mobile Darkroom can produce customized packaging that includes company logos and messages from event hosts.

"Corporate clients can treat conference attendees to a CD of photos and include their branding on the label. Newlyweds can document their wedding reception and

enclose a personal thank-you note right with their photos," says van Rooij. "These are personalized gifts, not cookie-cutter products. The possibilities seem endless. I think Mobile Darkroom is the future of event photography."

When asked about future plans for expansion, van Rooij smiles. *"Who knows? We might soon see more of these trailers all around the nation. I've already gotten a few requests from photographers who want me to build them a trailer just like this."*

Learn more about Mobile Darkroom at www.mobiledarkroom.com or 831-515-5610.





OVERVIEW

The Mobile Darkroom Principles

Mobile Darkroom is a new approach towards successful collaboration of artistic photography, skillful editing and quality printing.

While you and your guests are enjoying the event Mobile Darkroom is working onsite behind the scenes on the editing of pictures and video and the production of professional quality, customized prints and DVDs ready for pick up during and at the end of the event.

Why wait days or even weeks if you can have quality product the same day? Instant gratification without the any loss of quality is the premises that Mobile Darkroom was built on.

HOW MOBILE DARKROOM WORKS

We come to your event, anytime, anywhere...

The Mobile Darkroom "lives" in an 8 x 20 ft trailer, hence is fully mobile and can be brought onsite to almost any destination a car can drive to. The Mobile Darkroom can even be operated in a fully self contained mode, so you can literally be in "the middle of nowhere" and still receive the same great services.



Our mobile digital lab is equipped with all the latest technology that the digital world of photography has to offer. High speed computers and networking, 4x6, 5x7, 8x10 photo finishers, DVD duplicators, scanners, projectors, printers and more.

www.mobiledarkroom.com
p.o. box 223127 carmel, ca 93922
831.515.5610

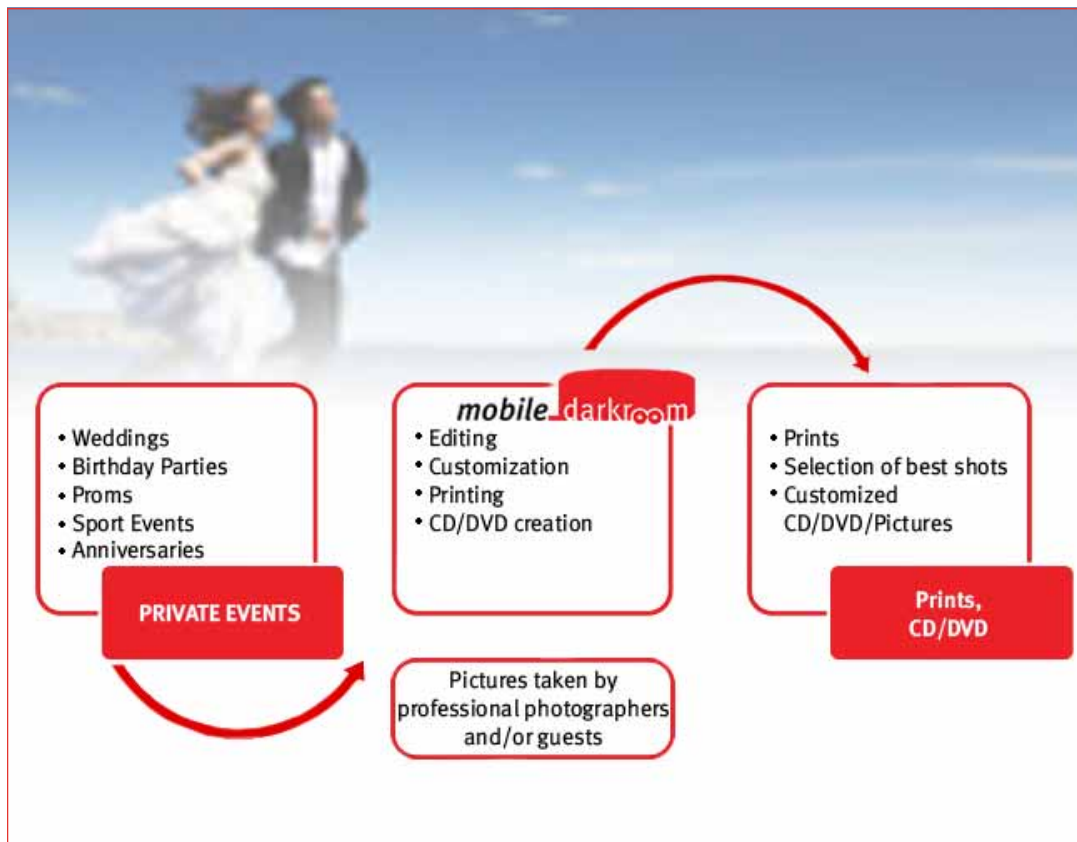
MOBILE DARKROOM APPLICATIONS

The Possibilities Are Endless

The versatility and possibilities with Mobile Darkroom are virtually endless. Please find below a list of services that we typically provide. If there is anything that you don't see, ask. Just because it is not on our list, might not mean that we don't do it. It might simply mean that we didn't think of it yet. Customers come up with new ideas daily. That's half the fun with Mobile Darkroom. It's a great tool with so many applications.

PRIVATE EVENTS

Weddings | Birthdays | Anniversaries | School Proms and Dances | Bachelor & Bachelorette Parties | Sports | Events and Games | Parties & Galas | Custom Books, Albums, Calendars



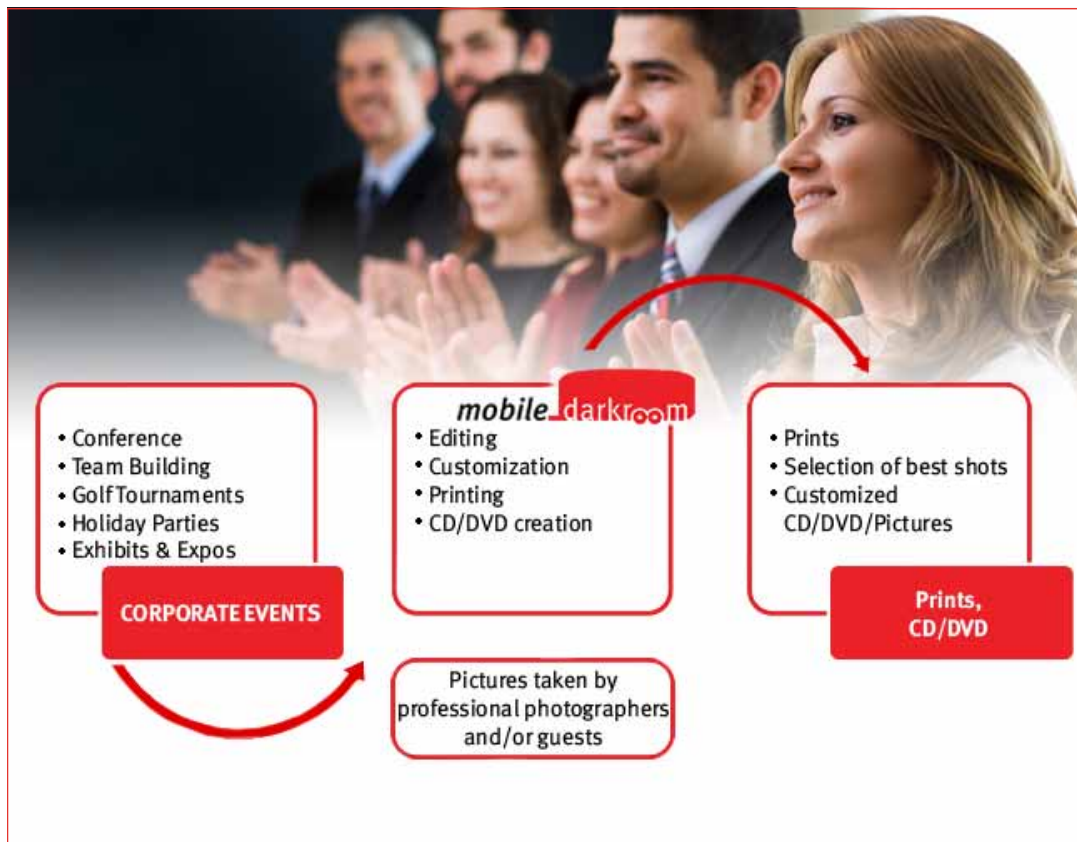
There is no more need to spend days and sometimes weeks waiting to see the results of all the hard work you have done to put an event together. Mobile Darkroom is specifically designed to be able to accommodate any event, fundraisers and special celebrations included. Reserving a Mobile Darkroom for your event, means providing your guests with not only instant images printed at the time of the event, but giving them the pleasure of being able to go home with the entire collection of pictures taken by professional photographers of your choice and / or your guests themselves burnt on DVD.

CORPORATE EVENTS

Events | Conferences | Team Building Activities | Golf Tournaments | Customer or Employee Appreciation Events | Holiday Parties | Promotional Events | Exhibits and Expos

Promoting corporate culture or new product/service has never been easier. Companies can give out photographs with corporate logo at seminars, teambuilding activates or other corporate events. Photo collections will be burnt on DVDs and properly packaged in gift boxes. Upon the request we can also include a demo presentation of a new product, Power Point Presentation of key speakers or messages from event hosts.

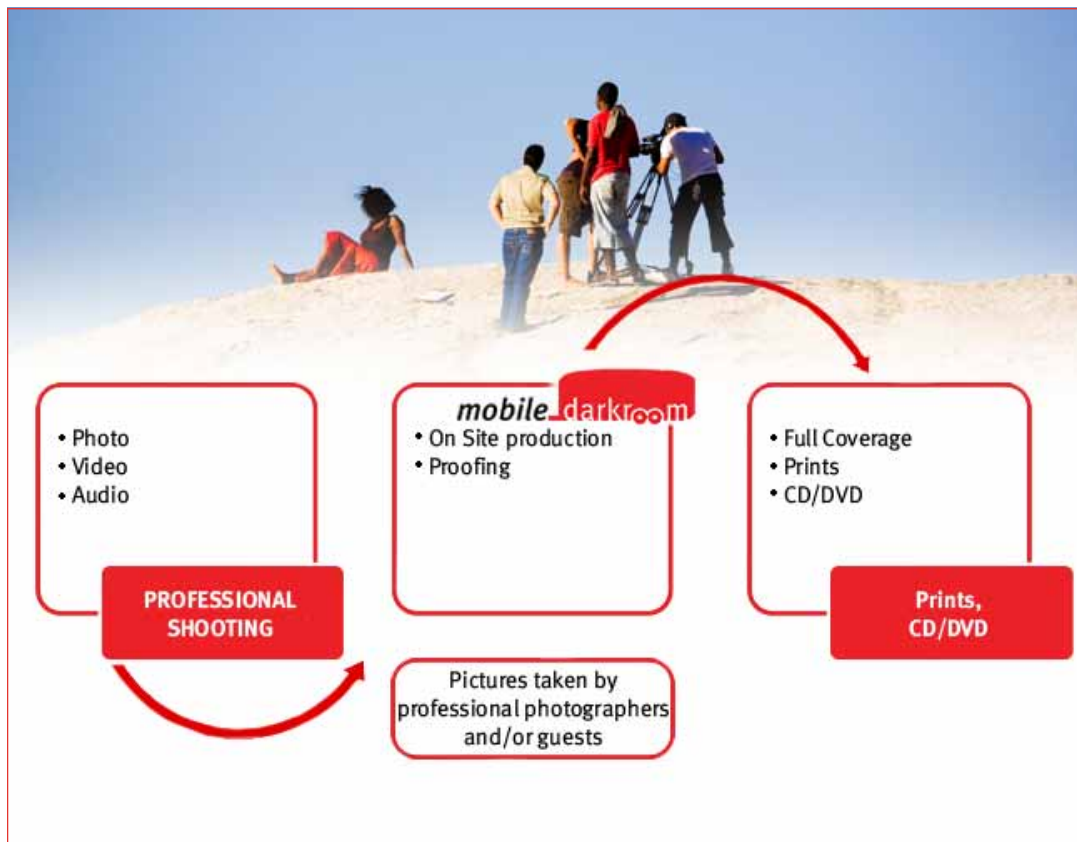
** Customized pictures and CDs/DVDs based on the theme of your event. Based on special request we can have uploaded information on CDs/DVDs, such as a list of participants, your thank you note or a product presentation for corporate events.



PROFESSIONAL PHOTO SHOOTS

On Site production & proofing | Photo & Video and Audio pre- and post- processing | RENTAL EQUIPMENT | Projectors & screens | Laptops | Point & Shoot Cameras | Digital SLR Cameras | PA systems | Mobile Cellular WiFi Hotspots

Mobile Darkroom can also be of assistance to professional photographers as a mobile photo studio "on location" which allows for prep work or instant evaluation of work in the field.



CUSTOM PACKAGING

If You Would Like To Be Fancy

Besides the already impressive and custom standard packaging for CDs and prints, Mobile Darkroom can assist you in finding even more extravagant and unique packaging for your event gifts. Strive for perfection with extravagant CD boxes, envelopes, albums, you name it. We even will assist you if you want the packing to be customized with your name or logo.

Available options range from boxes, baskets, buckets to pouches, bags and more. Obviously the size of the packaging can be chosen to also accommodate other gifts or promotional materials from your event.

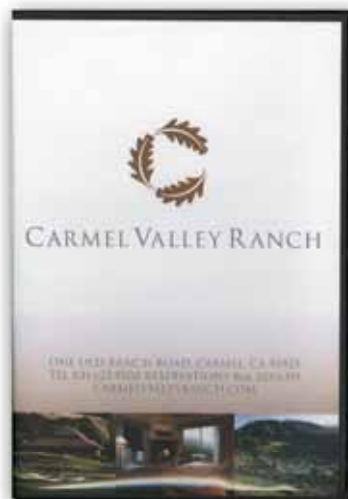
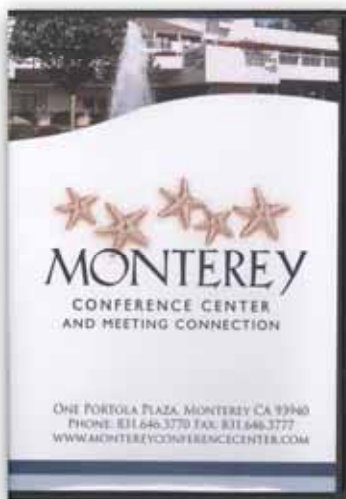
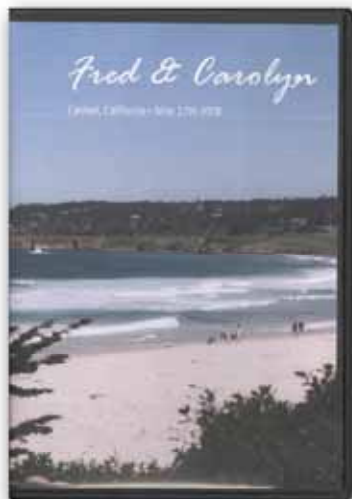
Below are just some examples as to what is possible. Please contact us with your wish or idea and we can probably make it happen.



APPLICATION & WORK SAMPLES

Creativity Is the Limit Of What We Can Do

Please note that these are only a few examples. Our team of creative professionals can accommodate any design wish and will make sure that the customized CD covers, labels and watermarking on prints will suite your taste and needs.



A FUN WAY OF FUNDRAISING

Mobile Darkroom Puts The "Fun" In Fundraising

Mobile Darkroom understands the importance of education and local community development. Thus, we are eager to support local non-for-profit organizations and charities by providing them with special discounts and fundraising ideas.

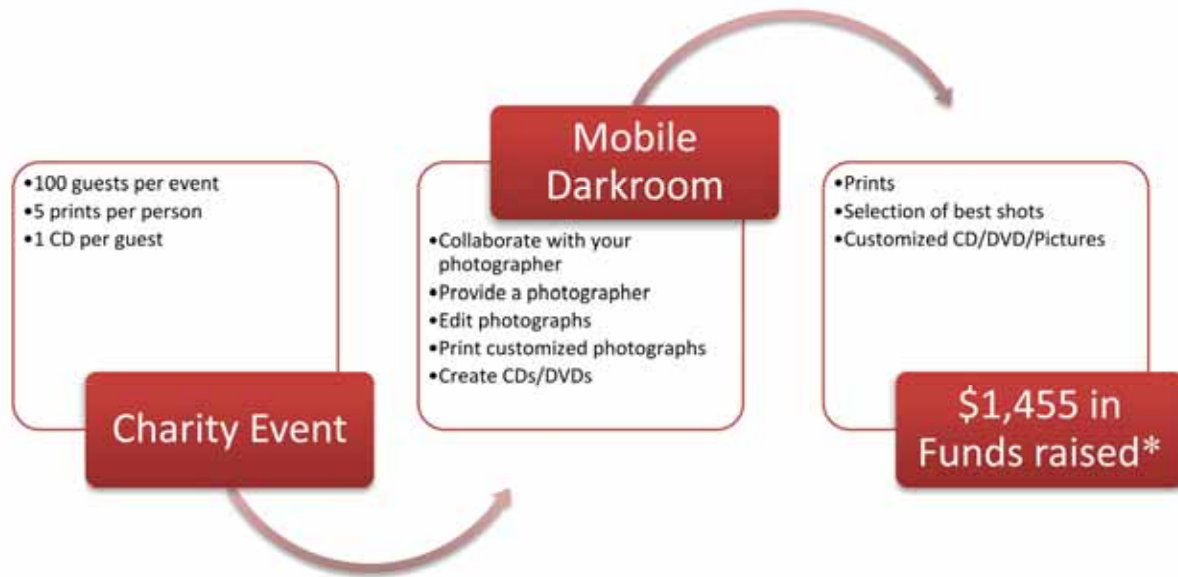
Mobile Darkroom will be a valuable source for many fundraising opportunities that institutions are planning to undertake. Will it be a school concert, a theme party or a community project - Mobile Darkroom can become a part of it all. We will collaborate with your existing photographer or bring our photographer if it's needed, moreover, we can also utilize the shots taken by your guests. Then, we will print the photographs, burn them on CDs/DVDs and make them available for sale right there at the event.

Because of the substantial discount that Mobile Darkroom provides to the nonprofits any markup, which you find reasonable on our products, will lead to the fundraising opportunities for your organization.

EXAMPLE FOR A SCHOOL FUNDRAISER

"Picture Day" fundraiser

The idea here is to offer family portraits, glamour shots, vintage photos, and other "dressy" pictures. Besides making prints and CDs, Mobile Darkroom can provide any photo customization or editing as requested by The client.



* The estimation is based on the assumption that there will be 100 guests present at the event and that each of them will purchase five (5) photographs and one CD each. The cost for an organization includes a \$300 fee for provisioning and discounted rates for prints, CDs and DVDs.

$500 \times \$1.51 + 100 \times \$10 - \$300 = \$1,455$ The final amount of funds raised will vary based upon the total number of pictures, CDs and DVDs sold, as well as the markup the organization decides to put on these products.