

Frequently  
Asked  
Questions

June 2002

# CPXE

A Consumer  
Digital  
Photography  
Industry  
Initiative

*“Solving Problems,  
Enabling Growth”*



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#### **About the CPXe Initiative Group**

The CPXe Initiative Group was formed in January 2002 and consists of the following member companies: AGFA-GEVAERT, Canon USA, Digimarc Corp., Eastman Kodak Co., FotoWire, Fuji PhotoFilm-Hewlett Packard Corp., Olympus America, OpenGraphics Corp., and Pixology Ltd. Support provided by Gaiatec Services.

#### **About I3A**

I3A is the leading global imaging industry association, driving growth of, and setting standards for the photographic and information imaging markets. As the industry focal point, I3A offers a framework and environment where members can quickly find resources to solve critical issues and develop market solutions. Members of I3A work together to find common ground for advancing the industry and to enable better products and services for their customers. With almost 60 years of combined imaging industry leadership, I3A is the product of the merger of the Digital Imaging Group (DIG) and the Photographic and Imaging Manufacturers Association (PIMA). Further information about I3A is available at <http://www.i3a.org> or by contacting I3A at [info@i3a.org](mailto:info@i3a.org) or 914-698-7603.

### **What is CPXe?**

CPXe (Common Picture eXchange environment, or “See-Pics”) is an Industry initiative to create the necessary interoperability standards and open network environment to drive Internet Photo Services Category growth. Through their participation, CPXe member companies will have access to tools that will help them provide their customers with easy, convenient ways to get quality prints and other photo services from any photo enabled device worldwide.

### **Is the CPXe organization a for-profit business?**

No. The operation of CPXe will be strictly not-for-profit. Rather, the goal is to enhance the profitability of the member companies.

### **How will the Network be funded?**

The current plan is that companies will become members of the Network and pay annual member dues. The dues will be structured according to the company’s market capitalization and the role they desire to play in the Network’s development and operation. The dues are expected to be modest as they will only be used to cover operating costs, and the Network will afford economies of scale.

### **What consumer benefits are provided by CPXe?**

- Member’s applications and services built with CPXe interoperable technologies would offer consumers the following benefits.
- Consumers have new, simple and convenient ways to get quality prints and other products and services using digital pictures.
- Consumers experience fewer barriers to using their pictures whenever and wherever they would like. They can use any camera, ordering at any location, via any online site, and any retailer.
- Consumers will be given a wealth of opportunities for picture use, beyond those possible today.
- The number of places where interoperable products and services are offered multiplies.

- Ubiquitous, global access to their digital pictures, service providers and offerings

## **How does CPXe help retailers?**

Retailers benefit in several ways. Foremost, instead of losing traditional business as consumers adopt digital, CPXe promises to keep users coming into their stores for output and other services. In fact, it may grow their business by allowing consumers to get output from distant locations (while on vacation or from friends) via the Internet. Importantly, CPXe means that consumers using any brand of digital camera can order prints from any store. Retailers gain access to the entire market.

CPXe's standard interfaces also mean agility in adapting to market needs as services from multiple vendors can be easily integrated. Disparate systems will work together.

## **How can CPXe help digital camera manufacturers?**

Digital camera manufacturers are likely to sell more cameras because CPXe will help drive adoption by the mainstream: It helps solve the consumer's problems; in particular, how to get high quality prints from digital.

CPXe also means that digital camera manufacturers can implement one simple application to upload pictures to any site – no need to build special interfaces for each application or service. What is more, flexibility in terms of bundling print services with cameras (while still allowing consumer choice) may mean more productive relationships with retail channels.

## **How can CPXe help equipment manufacturers?**

Equipment manufacturers primarily benefit from the growth of the market, leading to increased demand for their products. New, convenient ways to print digital pictures via the Network means increased volume of digital pictures printed.

## **How can CPXe help on-line photography sites?**

On-line photography sites stand to gain in several ways: more opportunities for consumers to upload pictures, more convenience

for their users in the form of alternative service options (e.g., output through retail locations), and the opportunity to monetize their image archive through access fees in new contexts.

## How is CPXe different from existing solutions?

CPXe is an initiative driven by the needs of the consumer digital photography industry at-large. It is non-profit in nature. The following features of CPXe highlight the differences:

- **No Transaction Charges or Slotting.** With CPXe, there is no slotting or transaction based charges paid by members to the organization for making use of the master service directory.
- **Open Participation.** With CPXe, participation will be open to a wide range of application and service providers, large and small. CPXe is based on open specifications and industry standards, enabling all member companies to take advantage of it.
- **Support for the Industry.** With CPXe, nominal annual membership dues go to directly support growth of the digital photo services category, including the operation of the Network as well as joint marketing communications efforts. No commercial entities profit from the existence of the master service directory.
- **Freedom of Action.** With CPXe, applications can be designed to integrate with whatever services make sense for the context. There is no central, controlling application involved, controlling what can and cannot happen. For example, desktop software is able to upload to any compatible CPXe service.
- **Broad Connectivity.** CPXe enables a wide range of integration scenarios, touching all the significant parts of the industry, from consumer devices to kiosks to mini-labs.

In summary, CPXe offers more benefits for consumers and businesses because it enables many scenarios beyond the desktop. And it offers more benefits for the digital photography industry at-large because it is open and non-profit.

### What are the primary initiative group objectives/deliverables?

#### *Published Interoperability Standards.*

- Define a system architecture linking together digital cameras and other photo-enabled devices, Internet based applications and services, and the digital photofinishing infrastructure. The envisioned high-level system component architecture includes:
  - Applications (e.g., desktop imaging software, digital cameras, kiosks, mini-labs, photo capable mobile devices, etc.). Individual member companies independently develop and operate all CPXe compatible applications.
  - Directory of Services. Allows consumers and businesses to find and use an array of member provided services.
  - Services (e.g., order creation, printing, storage, sharing, scanning, locator, etc.). Individual member companies independently develop and operate all CPXe compatible services.
- Published component interoperability specifications:
  - Directory access for Locator Services
  - Uploading of images and information to Fulfillment Access Services
  - Passing of order information to Fulfillment (e.g., printing or sharing) or Storage Services
  - B2B interactions with Financial and Tracking services

#### *Implement an Online Directory of Services.*

- The Directory will house sufficient information about companies and their services to allow consumers and businesses to easily find and use interoperable member services when queried by Locator Services.

### Who can participate?

Any imaging industry company can join I3A to participate in CPXe. In general, CPXe should benefit any organization whose interests depend on the large-scale distribution of images and related data,

the creation of digital imaging technologies, or the sale of imaging applications and services to consumers or businesses.

### **What are the requirements for participation?**

Existing Strategic and Participating members of I3A must simply complete the CPXe initiative group membership form. Non-I3A members must first join I3A, at either a Strategic or Participating membership level, and then join the CPXe initiative group. In either case, additional fees are required for Initiative Group membership. For additional membership information, go to [www.i3a.org](http://www.i3a.org).

### **Technically, what range of applications could CPXe support?**

A prioritized set of specific usage scenarios is being developed encompassing many likely CPXe applications. These will be finalized during Phase I and will guide subsequent technical development activities. CPXe Network members determine the details of their actual application and service implementations. As such, CPXe will not define the actual steps or user interface elements of these member-supplied applications or services.

### **Can a company participate in CPXe without implementing all of the standards in their product and services portfolio?**

Yes. As a practical matter, a company may not be able to or want to make all of their products and services CPXe compliant. Since CPXe is all about choice, a company can choose which services and products they want to be CPXe compliant.

### **What are the Initiative's intellectual property policies?**

Reasonable and non-discriminatory (RAND) terms are considered a standard in the technology world and are the guidance for the CPXe initiative.

### **What companies are currently participating?**

Companies currently enrolled in the Phase I Initiative include: Agfa-GEVART, Canon USA, Digimarc Corporation, Eastman Kodak Company, FotoWire, Fuji PhotoFilm Inc., Hewlett-Packard

Corporation, OpenGraphics Corporation, Pixology, Ltd. and Olympus America Inc.

**Can companies who are not currently enrolled in Phase I join the Initiative?**

Yes. I3A is committed to securing broad support for its initiatives. The Initiative Process allows organizations to apply for Initiative Group membership after the official close of open enrollment. The Initiative Group Chairman and one I3A officer must approve all such applications. Additional opportunities for participation will be available at Phase II.