

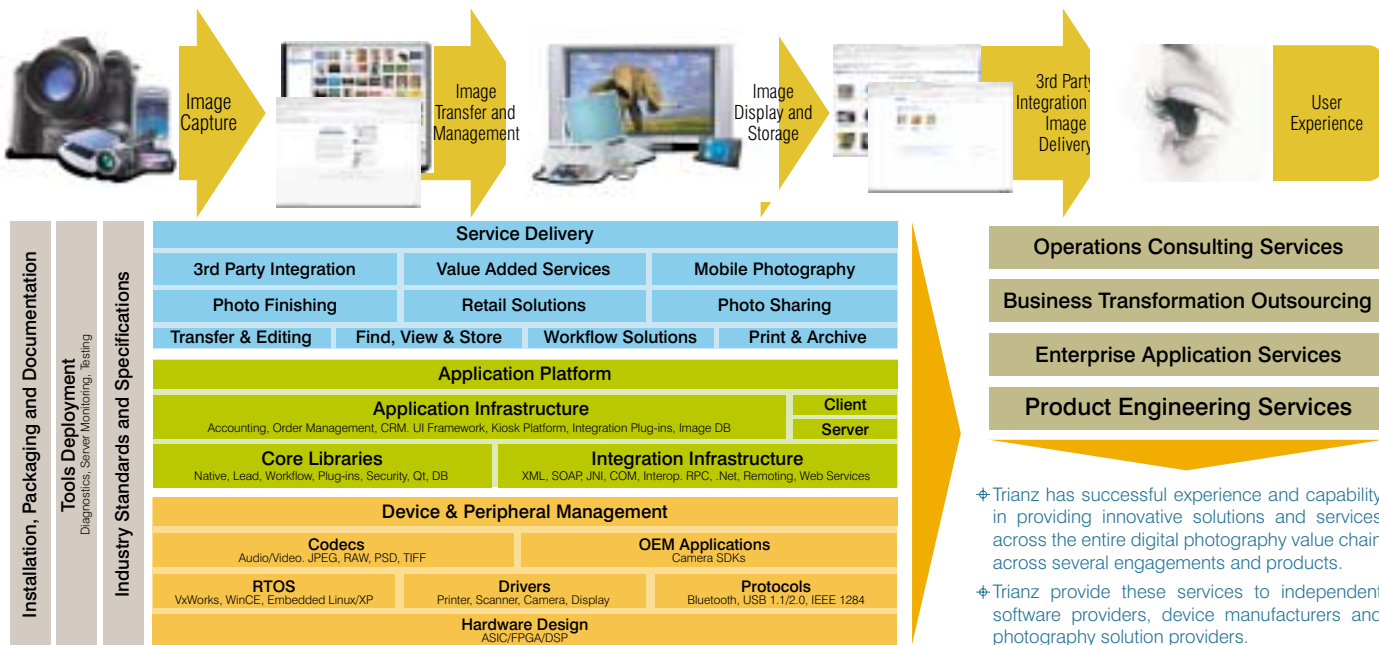


Digital Photography

Digital cameras have become extremely popular on a global level and triggered a paradigm shift in consumer behavior. Amateur and professional photographers, device manufacturers and photography solution providers are seeking opportunities to provide new services, improve productivity, reduce costs and extend their reach to new markets. Industry leaders are collaborating with specialists to provide products and solutions for viewing, editing, capturing, storing, sharing and printing pictures.

Trianz specializes in providing digital photography solutions for world-leading companies. As a core part of its Digital Imaging, Printing and Scanning practice, Trianz provides these companies with the ability and flexibility to enhance research and development and roll out software products and services. By partnering with Trianz, clients have maintained competitive advantages and significantly optimized their global engineering operations while meeting the highest quality standards and the most rigorous time-to-market schedules.

Solution Capabilities



Trianz has successful experience and capability in providing innovative solutions and services across the entire digital photography value chain across several engagements and products.

Trianz provide these services to independent software providers, device manufacturers and photography solution providers.

Imaging Devices & Products

Cameras, Printers, Scanners

Trianz works with camera, printer and scanner manufacturers and OEM suppliers in the following areas:

- Embedded software development
 - >User interface solutions
 - >Middleware & protocol stacks
 - >Audio/video processors
 - >RTOS-based applications
- Firmware development
 - >DSP software optimization
 - >Board support packages
- Driver development for various types of devices, peripherals & OS
- Development of support tools
- DSP & ASIC development
- Independent product verification & validation

Imaging Software Applications

Trianz comprehensively understands software development challenges. Having worked with large and emerging ISVs across the product life cycle, Trianz has developed strong capabilities in developing robust consumer products and solutions in the following areas:

- Image workflow and management software
 - Image infrastructure libraries
 - Camera and device integration
 - Photofinishing solutions
 - Print management applications
 - 3rd party application integration
- Trianz leverages its strong capabilities in Microsoft, Java, Qt platforms and popular image libraries.

E-service Applications

Trianz supports several of its clients in their quest to build robust Web-based photography solutions. Trianz has proven expertise in building enterprise-grade platforms and applications. Some of these include:

- Web-based image workflow solutions
- Service oriented architectures
- Online printing and ordering systems
- Technology platform migrations (J2EE/.Net)
- Web services development, deployment and maintenance
- Server monitoring tools
- Server infrastructure libraries
- Mobile image delivery systems
- Security and rights management controls

Client: A Leading Manufacturer of Printing and Imaging Products

Background: The client envisioned a change to its engineering model in order to be more responsive to changes in the market, customers' desires and competitors' activities. Trianz and the client established a virtual product engineering partnership in which the client focuses on core market-facing activities while Trianz executes on all engineering aspects of product realization for consumer imaging software products and services.

Engagement Highlights:

- Full life-cycle ownership, from concept to release
- Multiple product releases and development program planning
- Global program integration in a multi-vendor engineering model
- Quality planning, test strategy, automation and execution
- Tools development for Web-based imaging services and diagnostics
- Maintenance and support for product versions already in the market

Business Results: The client has benefited significantly in enhancing competitiveness and product profitability as a direct result of partnering with Trianz. Trianz excellence in large-project execution and technology capabilities helped the client meet aggressive time-to-market goals and increased engineering effectiveness by enabling multiple global releases.

Client: Leading Provider of Online Consumer Imaging Services

Background: The client's e-services team had problems with real-time monitoring of all business-critical image services and servers. They were losing business because the mechanism did not provide proactive warnings to help keep the service running.

Engagement Highlights:

- Analysis of current monitoring setup
- Development of e-services monitoring tool
- Deployment and remote management

Business Results: The Trianz server monitoring tool helped the client save millions of dollars in revenue and maintained its brand reputation.

- Avoids single point of failure while simultaneously monitoring multiple e-services on image servers.
- Helps in real-time applications tracking and status reporting, which helps initiate swift action when necessary.

Client: Leading Provider of Mobile-Based Digital Entertainment Solutions

Background: The client sought photo finishing and sharing applications for mobile users. Trianz developed Web services which enable delivery of high-resolution digital images to mobile devices.

Engagement Highlights:

- Image server development
- Mobile photo album (image browser, photo album and sharing applications)

Business Results: The Trianz solution not only helped the client open another revenue channel but it also boosted retention of existing customers by providing more value-added services and entertainment. All this was accomplished with an aggressive time-to-market goal and stringent quality objectives.

Trianz Value Proposition

- Unparalleled commitment to high standards that drive client value and success.
- Delivery excellence and experience in execution of large product engineering engagements through well proven methodologies and tools.
- Understanding of challenges in digital photography related product development and business offerings.
- The Trianz value-based engineering model (Virtual Engineering Model) ensures optimization of engineering costs and product profitability.

For more information
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