

sharpen your *focus*



“Achieving greatness requires focus.

At Big Planet™, our focus and our mission is to create powerful business opportunities that bring the benefits of technology to everyone. To do this, we leverage leading edge technologies and make them extremely easy to use, so that everyone – not just people with technical skills – can enjoy the benefits that technology has to offer.

Let us help you sharpen your focus.”

– **Larry Macfarlane**, President, Big Planet

our *focus*
is your future



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A revolution has begun. Almost overnight, digital photography has replaced traditional photography . . .

How will you take advantage of the fastest growing technology trend of our time?



Focus on opportunity

Now like never before, digital camera owners have the luxury of capturing and viewing their photos instantaneously.

Yet with the incredible convenience and overwhelming popularity of digital photography, consumers everywhere are asking the same questions: “Where’s the safest place to store my digital photos?” “Is there an easier way to organize all of my images?” And, “What’s the best way to share my digital memories with family and friends?”

Introducing Photomax™ – the easiest way to preserve, organize, share, and enjoy your precious memories.

focus fact

235 billion digital photos
were taken during 2004

A close-up portrait of a man with dark, curly hair and a light beard, smiling slightly. He is wearing a light-colored shirt with a small, repeating geometric pattern. The background is a blurred wooden structure, likely part of a boat.

'my *focus*
is photomax'

Photographs are among our most priceless possessions . . .

What are you doing to preserve your precious memories?

The background of the slide is a blurred photograph of a group of people, likely a team, in a professional setting. The focus is soft, creating a sense of depth and community.

Focus

on what really matters

Did you know that every vacation photo, every wedding picture, and every printed memory is doomed to be lost to the inevitable passage of time?

Your pictures are also at risk of loss or damage due to fires, floods, or other natural disasters. Unless we convert our traditional photographs to digital images, they simply are not safe. Which is why Photomax™ brings you the perfect solution to preserving your traditional photos and organizing your digital images.

They're your memories . . . preserve them.

focus fact

In the United States alone, more than **1 trillion** traditional photos are fading away

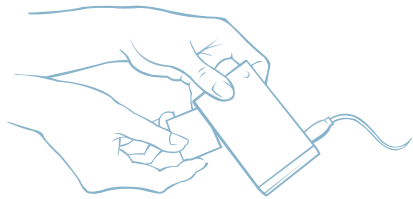


'my *focus*
is my memories'



Digital Developer™

Getting your pictures out of your camera and onto our secure website couldn't be any easier! Simply plug your camera's memory card into the Digital Developer™, and it automatically sends your digital photos from your camera to your personal account on photomax.com. Your photos are then accessible and safely stored online for you to view and share at any time. Easy to install and use, this device accepts virtually all types of media card readers.



organize your images



Mobilemax™

Have you ever taken pictures with your camera phone?

Mobilemax™ makes it easy to upload your camera phone pics to photomax.com anytime, anywhere. Organize them all into albums and share them with family and friends. It's easy!



photomax.com

After sending your photos to the photomax.com website, you can place your photos into online photo albums. Once there, you can rearrange, remove, or add pictures to your albums and it's all done in seconds! And don't forget – "Max" our friendly canine mascot, is there to help you every step of the way.



Photo SaverSM Service

Photographs are some of our most prized and treasured possessions. They remind us of favorite places, special events and loved ones. Photo SaverSM can help you and your family preserve those precious memories as each photo is scanned and digitized, one by one. Send us your printed photos, slides and negatives, and we'll transform them into digitized photographs. It's time to focus on what really matters – your memories.

Order Photo SaverSM service in increments of **40, 100, 200, 500, 1000, 3000**

Photo SaverSM Unlimited

Do you have boxes full of old photos? We transform all of your printed photographs, slides and negatives into digitized images. Whether you have a shoebox or a boatload of photos, you can send them all and we'll scan them for you.



Photo SaverSM Digital

Preserve your photos online! Send your digital files to us and we'll upload them to photomax.com where they can be stored, preserved, and managed. We'll take your digital media (*camera cards, CDs, etc.*) and load your photos on your personal PhotomaxTM account where you can easily manage and share them.



Photo SaverSM CD

Send your traditional photographs to the PhotomaxTM Digital Imaging Lab and we'll scan them, digitize them and send you a CD of all your pictures for you to keep and store at home.

Photo SaverSM Albums (coming soon)

Preserve your precious photo albums! We'll turn your photo albums and scrapbooks into digital compilations you can easily view and organize online. We will carefully scan each photo or page and return your albums to you.

preserve your memories



Photo SaverSM Restoration (coming soon)

Send us your damaged pictures and we'll carefully repair any rips, folds, creases, discoloration and stains. After we've restored your photos, we'll scan them and place them online for you to view and to make prints.



Photomax™

digital imaging lab



“ I love it! I love being able to manage my photos - both digital and traditional photos. I love sending in all those yellowing photos, getting them preserved, and knowing that they are kept safe. I love getting new prints and putting those into albums that will last much longer, knowing that the prints are stored forever in a safe place that will always be there - I love it! ”

- Barbara


All your photos are processed and managed through our state-of-the-art Photomax™ Digital Imaging Lab.

This world-class photo preservation facility is fully staffed with experienced, highly trained photo technicians who care about your memories. It is here that your traditional photos are carefully cleaned, digitized, and placed online in your personal account on photomax.com. Once online, your photos are safe from disaster, and ready to be used in creating exciting CDs or DVDs.





Focus
on sharing



We share some of our most treasured moments with the ones we love.

Now you can capture that beautiful sunset or the family reunion and send it to your loved ones in no time. At **photomax.com**, you can send an email inviting anyone, anywhere, to view your online albums. What's more, Photomax™ makes it easy to create DVD's, Photo Books, calendars, cards, photo gifts and many other memorable ways to share your photos.

It's your life . . . share it!

focus fact

Total online photo finishing revenue is forecasted to surpass **\$1.5 billion** in 2008



'my *focus*
is my family'



Share your life



Photo Calendars

Celebrate each month with a new photo! Now you can relive those special occasions in your life with customized spiral bound calendars. Just choose 12 of your favorite pictures from your Photomax™ account and we'll create a dazzling calendar for your home or office.



Photo Books

Create an elegant photo album for your precious photos! You pick the cover, background, photos and captions and we send you the book. It's easy, fast, fun and a great way to show off your vacation, wedding, anniversary, or birthday photos. And now, with our easy online Photo Book maker, it only takes minutes to create an unforgettable heirloom.

Movie Magic™ DVD

So you want to be in the movies? Now's your chance!

There's nothing quite like seeing your own photos on the big screen. With Movie Magic™ DVDs from Photomax™, you can quickly and easily customize your own movie montage with your pictures. Our easy online DVD Maker allows you to choose the music, theme, film credits, and title for an impressive presentation. The special effects will keep you captivated as your memories are brought to life like never before.



Movie Magic™ DVD plus

Preserve your traditional photos while you make a movie! This product is a combination of Movie Magic™ DVD and Photo SaverSM 100. When you send in 100 photos to create your DVD, we'll also digitize and preserve your pictures. Your photos are then set to the Movie Magic™ theme of your choice for a production that you'll treasure for years to come.



Slideshow DVD

Watch as your personal photos fade in and out in a beautiful production of your own creation. Choose the background theme, music and pictures to create a DVD of your precious memories. You'll love the full-screen images of your favorite faces and places set to the background of your choice.

Slideshow DVD plus

Preserve your precious photos when you make a DVD! This product is a combination of Slideshow DVD and Photo SaverSM 100. Send us 100 photos you want to use for your DVD and we'll scan and preserve them for you.



DVD Maker

Take a peek inside Photomax™ and you'll find an incredible feature that actually creates a personalized DVD for you. This program blends your photos with music, background themes, credits, and smooth transitions to bring you a multi-media presentation you and your entire family will treasure forever!

enjoy your photos



Prints and posters

Order matte or glossy finish prints from your online account at photomax.com.

Or turn your ordinary photos into beautiful wall decor with our professional custom posters. Photo Posters make great gifts for birthdays, weddings and anniversaries.

Canvas prints

Adorn your home or office with magnificent paintings from your own photo album.

We print your photo onto canvas, making your photo look like a real painting.

Folded greeting cards

Choose from your own collection of photos and add your own greeting to personalize your card. With just a few clicks of a mouse, you can design and create your own card, previewing as you go. For Christmas, Valentines, birthdays or anniversaries, now you have a card for every occasion!

Photo greeting cards

Just match your photos to the design of your choice, add a greeting and you have a personalized card. Order in bulk and you'll save more!



Oil painting

Watch your memory become a masterpiece with our elegant Oil Paintings.

Our talented artists will paint your photo onto a canvas board that makes it easy to frame and display. Now you can decorate your home or office with a beautiful work of art you'll always love.



Hand drawn pencil sketch

See your precious photos transformed into a personalized keepsake!

Our talented artists will draw your photo onto professional sketching paper, perfect for framing.

Marble photo stone

This unique item displays your photo onto specialized Italian travertine marble.

The stone comes with a beautiful, handmade wrought iron easel for you to display in your office or home. This item is a unique blend of photography, printmaking and painting. Each stone is created using the finest quality inks, oils and glazes available.

Laminated picture mount

Protect your photographs with this beautiful Laminated Mount.

Make a masterpiece out of your photos by displaying this work of art in your home or office.



14kt gold pendants

Our advanced laser technology engraves your favorite images directly onto pure gold. Waterproof and scratch resistant, our fine jewelry can be passed down from generation to generation with all the original detail in tact. The Gold Pendants come in varying shapes: heart, oval, rectangle, and round.



Color pendant in sterling silver

Imprint your favorite photograph in full color onto heart, circle, and oval style sterling silver charms with diamond-cut edges. Each charm pendant includes an 18" sterling silver chain.

Color pendants in 14kt gold

Share a memory that will last forever. Now you can keep your favorite photographs with you by imprinting them on our delicate, pure gold pendants. Color charms come in circle, oval and heart-shaped pendants.

Silver tie tack - oval / rectangle

Keep your memories close to you with your own photo on a sterling silver tie tack. Waterproof and scratch resistant, our tie tacks are protected on both sides by mineral watch crystal.



new places for your favorite faces



Tote bag

On the go? Carry your photos with you on a durable tote bag! Great for groceries, books, and toys, our premium white tote bags make fun and useful gifts for everyone.

BBQ apron

Shower your chef with the perfect gift! Our barbeque apron is practical, durable, washable and ready for your favorite photo. Made for indoor and outdoor cooking, each apron has two front pockets for all your kitchen and barbeque tools.

Sweatshirt

Give your team or family a photo they'll be proud to wear. These sweatshirts are a 50/50 cotton polyester blend, made to fit and feel great. Our comfortable, washable sweatshirts are great for showing off a team, new family member, pet, or co-worker.



Photo t-shirt

Personalize your wardrobe with adorable photos of the ones you love. We'll put your photos onto a washable, 50/50 cotton polyester t-shirt for you to show off to friends and family.



Ceramic mug

Enjoy your photos one sip at a time. With your picture on it, our durable ceramic mug will always keep you coming back for more.

Photo magnets

Put them on your fridge, filing cabinet, or cubicle! Our handcrafted magnets make fun keepsakes for all your favorite photos. Get the picture?

Photo paint by number kit

Become the artist of your own photos! The Photo Paint by Number Kit comes complete with everything you need to paint your own artistic masterpiece. Match the paints to the numbers, and you'll reveal a beautiful photo all of your own.

Photo sports balls

Keep your eye on the ball because it's here! You can now have a picture of your athlete on a personalized, miniature sports ball. Choose from baseball, softball, basketball, football, soccer, and hockey, we've got it all!

Photo puzzles

Entertain the whole family with a memorable puzzle of your own photograph. These unique puzzles (130 or 252 pieces) are made from a high-quality fabric pressboard. Your puzzle also comes completely packaged in a gift tin for birthdays and special occasions.



Photo mouse pad

Admire your favorite pictures at the office or at home with our customized Photo Mouse Pads.

Just select the photo, and we'll send you the mouse pad, it's that easy!

Playing cards in a tin

Cut the deck and deal everyone a hand of great photos!

These entertaining playing cards have your personal photo imprinted on the back of each card.

create your own fun

Chocolate photo cards

These cards make a perfect party favor or gift. Each card comes individually packaged in its own gold display box, featuring your own photo. *When sending to southern states, or in summer months, we recommend chocolate items be sent overnight or 2nd day air only.



Photo chocolates

Enjoy this creamy milk chocolate delicately shaped into a miniature bar and decorated with your own photograph. Perfect for birthdays and parties, each chocolate bar comes individually wrapped and tied with tulle. *When sending to southern states, or in summer months, we recommend chocolate items be sent overnight or 2nd day air only.

Snapshot cookies

Get the picture! Our bakers design your photo to fit squarely onto a cookie for a precise, professional look. These delicious cookies come individually wrapped for freshness.

Sweet photo lollipops

Add a new flavor to old-fashioned candies with your photo! You can sweeten anyone's day with your photo on these tasty treats. *Due to the shape of this item, adding text to your image is not recommended.



Photo frosting

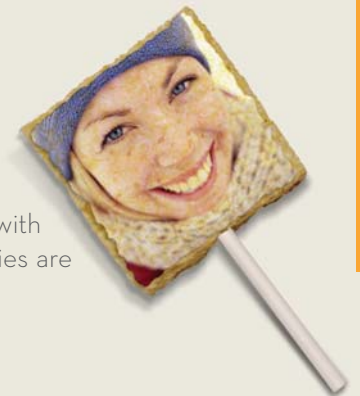
Sweeten up the party with our delicious Photo Frosting! You can add your own picture to the frosting on cakes, brownies and cupcakes. Our fun Photo Frosting will add an exciting and unique touch to all your special occasions.

Rice Krispies® bar

Focus on your loved one with their favorite treat! Our bakers will imprint the picture of your choice onto these delicious, edible Rice Krispie® treats!

Rice Krispies® on a stick

Sweeten your parties with this exciting photographic treat! Adorn your Rice Krispie® with a favorite photo that tastes great! These goodies are great for parties, gifts and all occasions.



Freedom, prosperity, security, family . . .

How will you create success?



Focus
on **success**

Our products are focused on you, your success, and the advancement of your business.

Whether you're communicating face-to-face in a virtual environment, selling products on your personalized website, or simply enjoying a safe online experience, no other company has the unique tools you need to take your business to the next level.

It's your business . . . build it!

focus fact

Every month, approximately **1 million** photos are uploaded to photomax.com

'my *focus*
is my **business**'



Move your business forward



Videostream™

Get face-to-face with your customers!

Videostream™ includes Video Email, Video IM and Video Conferencing. This product is designed to help you build your businesses by providing live video to anyone in the world. You can use this live broadcasting to train, direct, instruct and hold meetings with several people at once.

Entrepreneur

The Entrepreneur subscription level is perfect for those who want to stay in contact with friends and family.

Professional

Building a successful business requires that you spend most of your time finding new business associates. The Professional level enables you to more effectively communicate this amazing business opportunity to a larger amount of prospects.



Executive

Leading, training and retaining your growing organization demands most of your time. The Executive level will help you become more efficient with your time as you use video instant messenger, Video Email and Video Conferencing.

Elite

Leveraging your time and money has never been more important than now. The Elite level is the most complete service plan that Videostream™ has to offer.



BP Internet Security™

Protect your data, your identity, and your family. Thieves, hackers and viruses are lurking online every second to steal personal and financial information or simply to damage your computer. BP Internet Security™ is a dependable way to protect you and your family from unwanted material and harmful Internet attacks.

BP Global Web Page™

Spread the buzz about your business! This web-based business tool is provided to help you develop your Nu Skin, Pharmanex, or Big Planet business. You can enjoy a personalized web address from which to manage your growing business. From your GWP, you can build your own global organization from the convenience of your personal computer. As a GWP user, you also receive commissions from international online purchases.

Sharpen your focus with a rewarding opportunity, exciting products and powerful business tools from Big Planet™



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