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**Business**

**Express Imaging and PhotoIntel add Italian supplier**

**Express Imaging Systems LLC** (EIS), Seattle, Wash., and the **PhotoIntel Group Europe** announce the addition of **Giovanni Morini** and **Astech SNC** to a group of international partners and distributors representing the Europa digital printer product line.

Morini is the founder of **Cyber Elettronica SAS** and head of Product Research and Development for **Luminus Systems**. He is an active partner with Astech SNC, supplying photofinishing solutions to the Italian market. Morini will work together with **Marco Beretta**, managing director of Astech, to provide sales and support to EIS and PhotoIntel in Italy. EIS is a developer of digital imaging technologies, including the Europa digital printer for wholesale photo labs, says EIS. PhotoIntel, a group of companies offering solutions for the photo industry, has been their European distributor since 2005.

**Retail Markets**

**Pure Digital creates automatic photos-to-DVD service**

**Pure Digital Technologies Inc.**, San Francisco, Calif., has created a one-hour photo service offering for retailers, called MemoryPlay DVD. The product allows consumers to process their video and still pictures into one DVD. Consumers drop off their memory card (or CD containing digital pictures and video) at a local one-hour photo lab. The MemoryPlay service automatically edits the photos and videos into a DVD with music and professional-looking special effects.

The MemoryPlay DVD costs \$12.99 and is available at several retailers including **Rite Aid**, **Long's Drug**, **Duane Reade** and **CVS/pharmacy**. MemoryPlay is powered by the Pure Digital Imaging Platform, which automatically produces DVDs by selecting footage and creating highlights, adding pans and zooms, and setting images to music.

**Yelp mixes user reviews and social networking, creates business and customer resource**

**Yelp**, San Francisco, Calif., is a website dedicated to user-generated reviews of local businesses and communities, reports *USA Today*. More than 1 million reviews have been posted by users since the company began almost three years ago. Retail stores claim 26 percent of user feedback. Yelp's audience grew 124 percent from May 2006 to May 2007, according to market tracker

**Nielsen/NetRatings.**

The website utilizes the concept of user-generated reviews, in the same manner as sites like **Google Maps**, **Yahoo Local** and **IAC's Insider Pages**. Yelp, according to *USA Today*, turned the concept into a type of social network.

Yelp CEO **Jeremy Stoppelman** happened to go online to find recommendations for a good local doctor and came up empty handed. Out of frustration, Yelp was born.

"I wanted to find a way to capture recommendations online, and that made me think word of mouth," says Stoppelman. Co-founded by Stoppelman and Chief Technical Officer **Russel Simmons**, Yelp's aim is to make money with advertising. Businesses are offered sponsorships to give them higher visibility in Yelp pages for around \$200 a month, says *USA Today*.

Anyone can view listings on Yelp, but users are encouraged to utilize the social networking aspect, making the website more of a community. Yelp uses a five star rating system and also has tools in place for merchants to contact the reviewers.