

Lucidiom Customers Say it Best: Camera Corner/Connecting Point

Camera Corner/Connecting Point debuted its new neon-decorated, digital photo café in August. From digital photo kiosks and DVD makers to WiFi access and HDTV programming, the café offers a fun and inviting place for customers to get creative with their photo memories.

After the 2005 PMA show, the CC/CP staff brainstormed on the style and features of their new proposed café and then hired a local designer to help with the décor.

"We wanted the lounge to be a place where customers could sit down and relax and not feel rushed," commented Bill Waring, assistant manager of CC/CP. "I've seen customers spend hours at the kiosks in our new lounge."

The lounge features Lucidiom's Automated Photo Machines (APMs) along the bar. Customers can get instant prints from the printers behind the bar or send their prints to CC/CP's lab. Within the lounge, there's also a Yes DVD machine that allows customers to take the video from their digital cameras, make a DVD and even add music to the DVD. Beyond a slide show display, the DVD also saves the photos individually so customers can reprint photos from the DVD at the Lucidiom APMs or use them on their home computers.

The lounge has a WiFi hot spot for endless Internet browsing, a flat-screen high-definition TV usually showing ESPN HD programming, and a display of its vintage camera collection. According to Waring, digital sales already are starting to pick up. CC/CP can track sales on all its APMs through Lucidiom's ProfitWatcher Web portal.

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About Camera Corner/Connecting Point

Camera Corner/Connecting Point is the oldest camera/computer store in Northeast Wisconsin. From its beginning with a staff of two in 1953, this third-generation business has grown to a staff of more than 100 employees. CC/CP offers customers a wide-range of camera products - from the simple camera for Mom to fitting the needs of a demanding professional. Beyond cameras, they also offer video products, computers, printers and accessories.

On the servicing side, CC/CP is much more than a photofinisher, although that's where the store had its beginnings. It now also offers web hosting, computer repairs and networking, IT outsourcing, camera and video repair, design and installation of presentation systems, and computer and AV rentals. They even have a fully equipped video conference room available for rent.

Beyond its storefront, CC/CP also runs a one-day technology expo each May. From its humble beginnings 30 years ago with a dozen invited customers, CC/CP's Technology Expo has grown into the largest technology event in Northeast Wisconsin. This invitation-only expo brings CC/CP's customers together with the top technology vendors in the nation. Vendors showcase their latest products on the expo floor and offer compelling seminars on the latest trends and technologies. At the 2005 expo, more than 800 CC/CP customers pre-registered to see more than 100 vendors and attend the 25 seminars offered.