

Lucidiom APM Customer Profile: Dan's Camera City

Allentown, PA-based Dan's Camera City has been a Lucidiom customer since 2002 and is enjoying the customer loyalty and increased sales generated by their Lucidiom Automated Photo Machines (APMs).

Initially, Dan's Camera City installed four APMs in their retail store. Today, the company operates 23 APMs, 13 of which are in their store with the remainder operating in satellite business locations, such as shipping centers, hospitals, pharmacies and florists. Average daily orders generated by a top performing APM during the first quarter of 2003 compared to the same period in 2005 at Dan's Camera City have increased by 658 percent in quantity and 763 percent in dollar sales.



"A portion of our increased APM business can be attributed to the growing number of consumers who own a digital camera and are looking for prints, but I also believe significant credit must go to the Dan's Camera City-Lucidiom APM partnership," says Mike Woodland, Dan's Camera City CEO. "We're able to do profitable business with 23 APMs because they're easy for our customers to use and easy for us to manage-both in store and remotely. We can access the performance data at any given moment via the APM network, and it affords us greater control over our systems. We're also very happy with Lucidiom's open architecture and brand flexibility. It's important for us to maintain our brand in front of our customers and with Lucidiom that's a given."

Dan's Camera City has leveraged their APM investment further by pairing the APM's technical capabilities with a customer-focused retail environment. The DigiPrint Lounge debuted at Dan's Camera City in May 2005 with immediate success and glowing accolades. This coffeehouse-style setting features 13 Lucidiom APMs, a children's play area, free wireless Internet access (WiFi), wheelchair accessible ordering stations and complimentary beverages.

About Dan's Camera City

Employing 70 people, Dan's serves over 400 people every day. More than a dozen other area businesses provide drop-off and pick-up service for Dan's Own Processing. In 2002 Dan's was named the National Dealer of the Year by Photo Trade News. Product and service categories include: New and used 35mm, digital and video cameras and accessories, film and digital processing, picture frames and custom framing, pro and amateur film, darkroom and studio equipment and supplies, telescopes, binoculars, digital imaging services, wide format display signs and banners and camera repairs. We strive for excellence in service, product and operation and our success is measured by the degree of delight and duration of relationship of our customers and staff with Dan's Camera City.



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