



Press Kit

Headquarters: Montreal, Quebec, Canada

Website: www.36pix.com

Founded: 2000

Overview

36Pix is the leading provider of green screen services for the photography industry, including printing, digital background replacement, workflow services and sales solutions. With the proprietary ChromaStar® green screen technology, 36Pix offers the highest quality Green Screen Background Replacement and KnockOut solutions on the market today. 36Pix also simplifies the photography production process with turnkey solutions that include online ordering and the web-based DAPHNE® workflow system.

Services

Green Screen Extraction Services

36Pix brought green screen to the school and sports photography markets and is continuously influencing the industry with ChromaStar®, the highest definition background replacement engine. ChromaStar® is able to preserve fine detail and transparency, while correcting green spill and effectively managing shadows and halos.

Printing Services

36Pix is a full service digital photo lab that offers standard and large format printing on glossy, lustre and canvas paper, as well as a number of novelty products, including puzzles, mugs and magnets. 36Pix aims to provide all the products and packages that a photographer needs for the printing orders.

Management

- Robert Ste-Marie, President
- Roberto Caniglia, Executive Vice President
- Daniel Tomassini, VP Operations
- David Francis, VP Sales & Marketing

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Technology



ChromaStar®

The ChromaStar® technology is a leading chroma keying engine developed by 36Pix. Its Green Screen Background Replacement (GSBR) service accurately inserts any chosen background while preserving fine detail, correcting green spill and managing shadows and halos. Coupled with the KnockOut (KO) service, which removes the entire background, ChromaStar® provides maximum image rendering flexibility in the fastest turnaround times, especially for large volumes.

DAPHNE®

DAPHNE® is an efficient and easy-to-use workflow system that streamlines the data management and ordering process for professional photographers. With no licensing or software required, DAPHNE® gives photographers the tools needed to upload, track and manage orders. It even works for customers that have existing software by exporting the data and organizing to meet the user's individual needs.

Testimonials

"I want to thank you for your excellent service which is second to none. In a world that is so fast paced, it's nice to know that you continue to really take care of your customers' needs. Your lab has truly enhanced the school segment of my business, allowing me to do more volume with less work, truly amazing. The green screen technology has been a hit with my schools, the fact that I can offer so much more to the parents is awesome. It actually keeps me very competitive with the larger companies. I have actually had one company say to me that I am always one step ahead."

- Paul Adams | Adams Photography

Other Resources:

Twitter:

twitter.com/36Pix

Facebook:

www.facebook.com/36Pix

YouTube:

www.youtube.com/user/36pixPhotolab

Awards

