



# Meet Iris

THE WORLD'S FIRST PROFESSIONAL PHOTO BOOTH



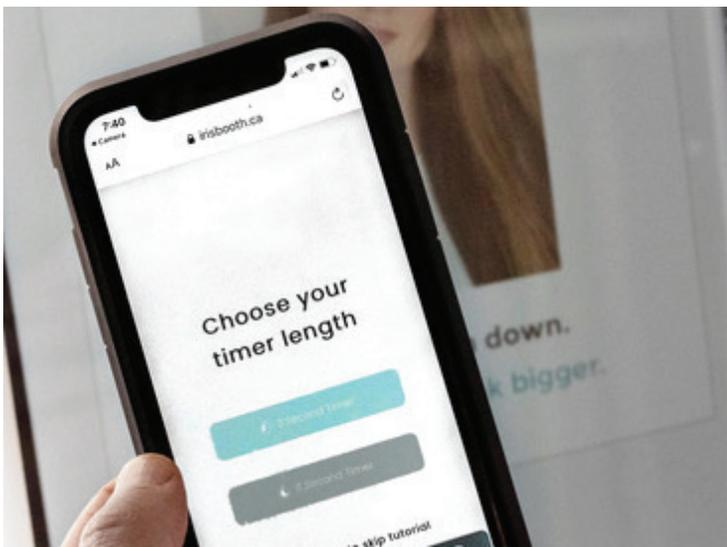
## The Old Way

**Book an expensive photographer.**

And then spend your time organizing the team.

Wait days or weeks for the results.

Pay for extras like multiple images and retouching services.



## The New Way

**Put your employees in the driver's seat while saving time and money.**

Available 24/7.

Digital photos delivered to your device instantly.

Unlimited retakes, posing tips and editing tools are all included.



# You understand the importance of a professional headshot.

We all know we need a professional headshot but we can't all find the time, resources or even courage to get one taken. This is exactly why we created Iris Booth.

**“Even my plumber has a headshot on LinkedIn”**



# How It Works

1

## Login

Step inside our sleek, modern booth and login with your email.

2

## Tutorial

Instructions and posing tips will guide you through the process.

3

## Retakes

Choose to retake one, two or all three of your original photos.

4

## Editing

Easy editing tools ensure a polished image every time.

5

## Activation

Activation email directs you to your online account.

6

## Download

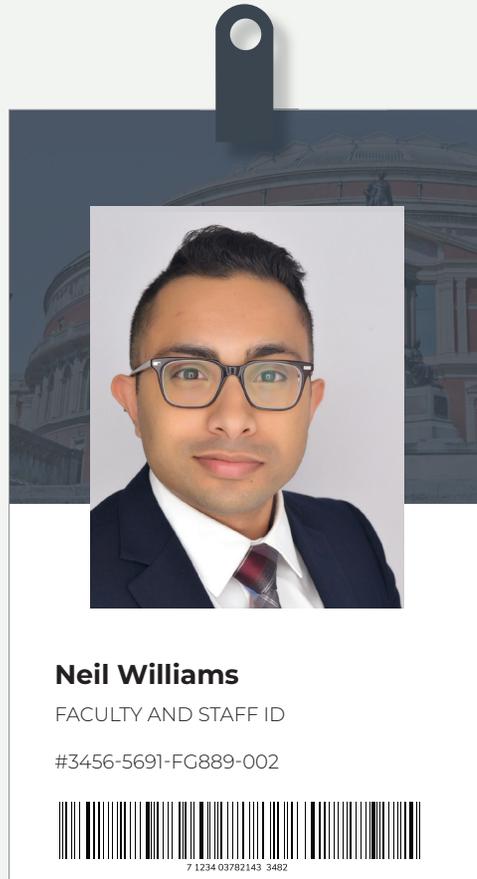
Download and share your photos directly from the website.



# Editing

## Editing Tools

Filters, cropping, teeth whitening and blemish removal. Our easy-to-use editing tools deliver crisp, clean images every time. You can edit one in the booth and the rest online!



# Badging

**Never underestimate the power of a good ID photo.**

That headshot has the power to make employees feel more professional, more empowered, and more connected. If it's something they wear every day; make it count!

# Integrated Badging Solutions

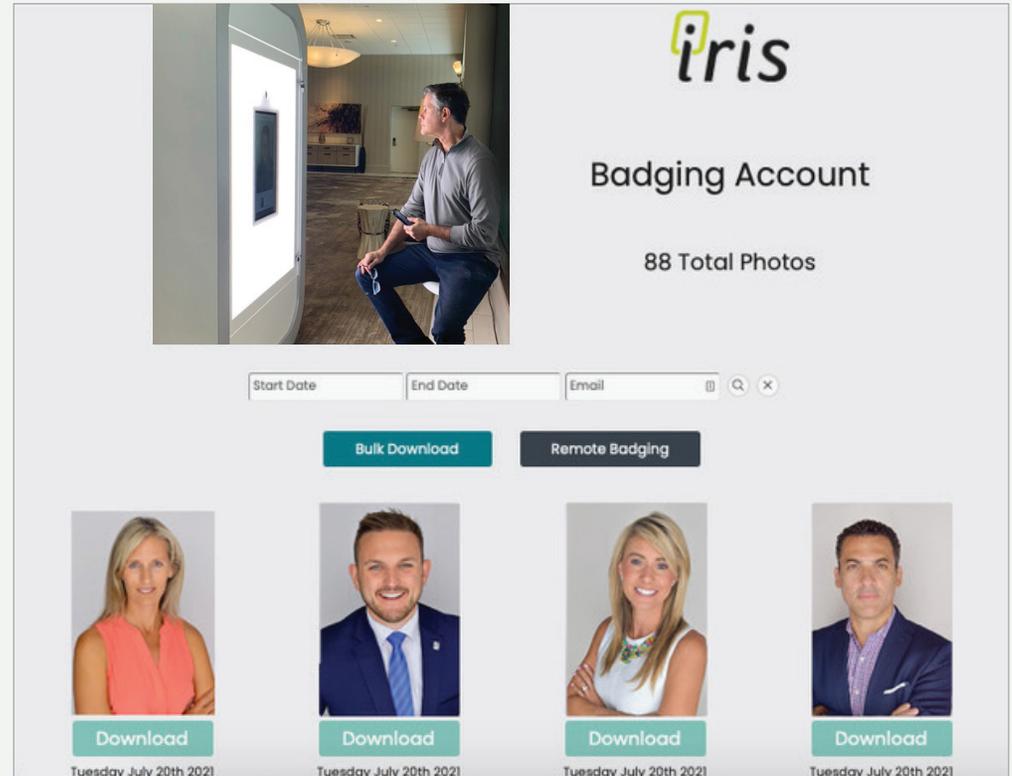
Automate workflow

Save time and money

Image control and consistency

No appointment needed

Badging account with custom API



The screenshot displays the 'iris Badging Account' interface. At the top left, there is a photo of a man sitting on a bench next to a photo booth. To the right, the 'iris' logo is shown above the text 'Badging Account' and '88 Total Photos'. Below this, there are search filters for 'Start Date', 'End Date', and 'Email'. Two buttons, 'Bulk Download' and 'Remote Badging', are visible. The main area features four portrait photos of individuals, each with a 'Download' button and a timestamp of 'Tuesday July 20th 2021'.

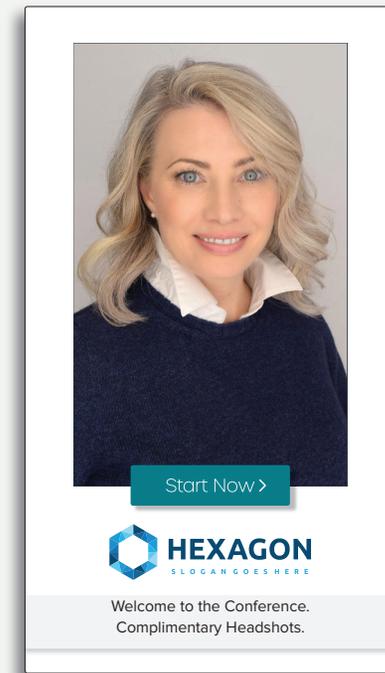
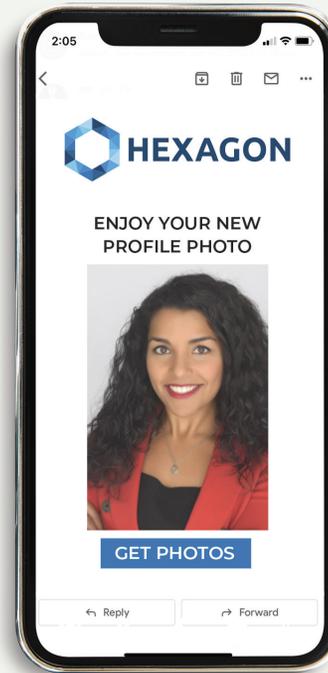
# Branding

**We offer a branded digital user journey.**

Branded Welcome screen.

Emails can include custom messaging and links back to your website or other services

Physical booth branding can be added by client.



# Admin Account

## View usage & photos

An admin account is provided with each booth. This account provides access to all photos as well as usage reports.



Iris Booth Usage Report  
Generated for Georgia State University

FEB. 10, 2021



At Iris Booth we believe knowledge is power. In order to help you understand your booth and how it's working for you, we've created two downloadable reports. The first is the overview above, detailing usage totals, accounts data, and session duration. The second is an CSV file of email addresses that can be exported to Excel or most CRM programs. Use the buttons to the right to download.

# Rental Option

## Rent an Iris Air

Based on a **THREE DAY** rental the following items are included:

1. Fully equipped Iris Air & setup guide
2. Background, stool, dolly and crate
3. Customized interface and emails
4. Delivery tracking
5. Virtual support

\* Support staff will supervise load-in/out, will set up and tear down the booth as well as interact with guests to ensure the best possible experience.

**Rental Fee**

**\$5,000**

**Optional On-Site Support\***

**\$3,000**  
(+ Accomodation)

**Shipping**

**Variable**

**Iris Air**

# Lease Option

## Lease an Iris Booth or Iris Air

### The annual fee includes the following:

1. Fully equipped booth
2. Unlimited usage, account creation and data storage
3. Tech support
4. Digital branding
5. Virtual set up and training

\* Travel Kit includes: crate, stool, background and dolly.

	Iris Booth	Iris Air
<b>Fee</b>	<b>\$25,000</b> Annually	<b>\$15,000</b>
<b>Service</b>	<b>Included</b>	<b>Included</b>
<b>Travel Kit*</b>	<b>N/A</b>	<b>\$5,000</b>
<b>Shipping</b>	<b>Variable</b>	<b>Variable</b>

# Purchase Option

## Purchase an Iris Booth or Iris Air

### The purchase fee includes the following:

1. Fully equipped Booth
2. Unlimited usage, account creation and data storage
3. Tech support
4. Digital branding
5. Admin access to retrieve data and photos

\* Travel Kit includes: crate, stool, background and dolly.

	Iris Booth	Iris Air
<b>Base Price</b>	<b>\$39,000</b>	<b>\$17,000</b>
<b>Service</b>	<b>\$6,000</b> Annually	<b>\$6,000</b> Annually
<b>Travel Kit*</b>	<b>N/A</b>	<b>\$5,000</b>
<b>Shipping</b>	<b>Variable</b>	<b>Variable</b>



### STAFF PREFERRED THE BOOTH TO A PHOTOGRAPHER

“It was a huge success and very well executed. I have noticed that our high participation rate has paid off as most of my Canadian colleagues have updated their profiles making us a more connected bank. Staff preferred the booth to a professional photographer, because you can see the image before the camera takes the shot”.

-Bank of America, Toronto Office



### YOU'VE BEEN ABSOLUTELY WONDERFUL TO WORK WITH

“Jim was friendly and kind to everyone, he kept calm and collected during peak times, his overall presence was stellar. I can't thank you enough for sending such a wonderful representative. Thank you for everything”.

-Dell Computers



### A BIGGER HIT AT SXSW THAN THE OPEN BAR!

Sue and the Iris team are by far the best partner I have worked with to date. As an event manager, it is so important to have vendors and partners that you can count on and that you know will get the job done. They go above and beyond to create a seamless, white-glove experience for both their clients and every single participant that comes through the Iris Booth- and for our activations, that means hundreds of participants within days. Our event activations with the Iris Booths have consistently been the most popular activations at large conferences such as SXSW and Microsoft Inspire because they are fun, visually appealing, and give professional results. It is by far one of the best decisions our team has made to add to our event activations.

-LinkedIn



**Victor Fisher**  
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Director of Events



**Sue Siri**  
Founder & CEO

# The Team

## Connect



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