

iris

The world's premier professional photo booth.

irisbooth.com



The Challenge:

**Events are crowded
the competition for attention is fierce.**

**Traditional activations
do not guarantee foot traffic anymore.**

**Delivering ROI on your
events is harder than ever.**

**Most face-to-face engagements
fail to build brand affinity and trust.**



The Solution:

Brands that win loyalty are the ones that *truly* connect with customers. There is nothing more powerful – or personal – than celebrating someone's authentic self.



Iris is the largest provider of professional portraits and headshots in North America.

1.75M

Photos Taken

500k+

Unique Users

200+

Institutions



Hundreds of events are now powered by Iris.



A bigger hit as SXSW than the open bar!

- LinkedIn Client

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 session.

3. Photos

Take 3 photos. Choose if you'd like to retake a photo.

4. Editing

Easy editing tools ensure a polished image every time.

5. Download

Download and share your photos directly from the website.

Average Session
<3 mins



The perfect self-service activation tool.

Purpose-built for events, drive foot traffic and brand recognition without distracting your team.

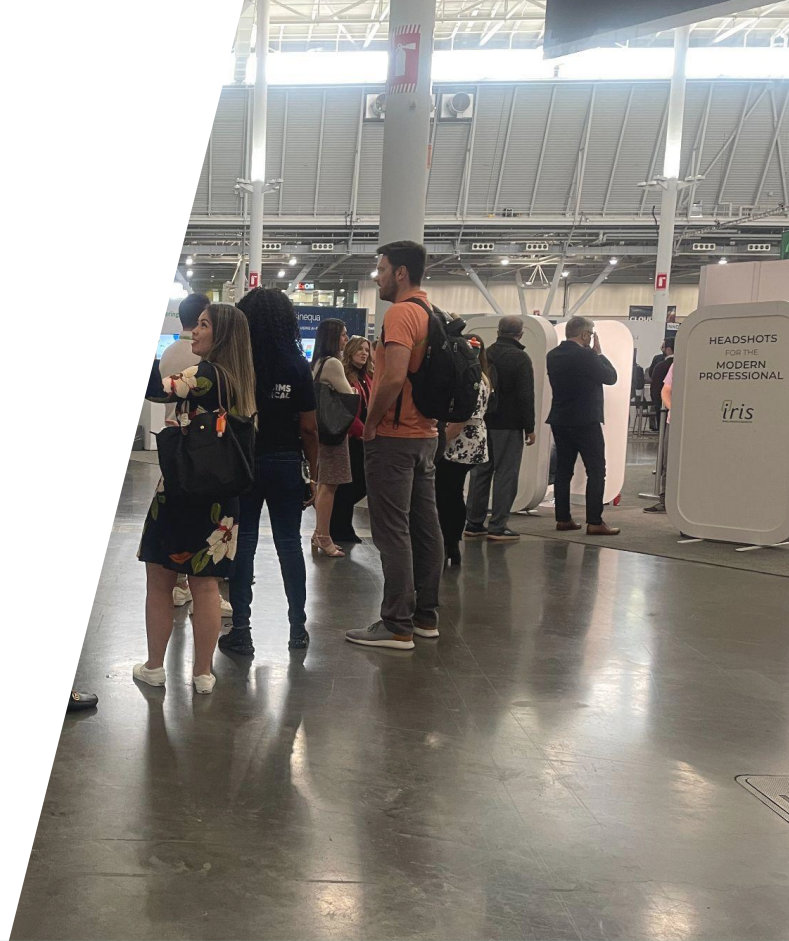


Iris is perfect for event planners with tight schedules. The device is portable with a fool-proof setup and tear down.

Easy-to-Follow
Instructions and
Posing Tips

Immediate Photo
Downloads

On-Site Support and
Post-Event Customer
Support



Lead generation with a captivated audience.

Forget cookie-cutter swag; deliver lead gen by providing a truly valued professional keepsake.



On average, people use a social media profile photo, like the one generated by Iris, for a minimum of 2 years.

Marketing Rights
Acceptance to Take
Photo

Email Capture To
Download Photo

Real-Time Engagement
by Your Team



Spark a true connection with your customer.

Tie your brand to the way people feel when expressing their authentic-self in a personal portrait.



71% of customers recommend a brand or company based on their emotional connection with it.

Studio-Quality Photo Equipment

One-Touch AI Photo Enhancement

Easily Shared on Social Media.



Accessible API integration.

**Seamless integration
to your back office
saves your marketing
team hundreds of
hours.**

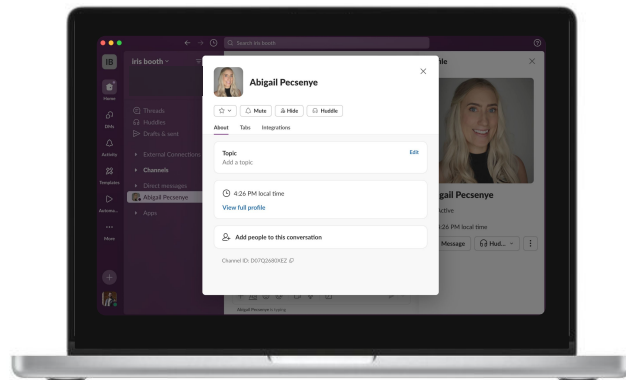


*Photos can be named, sized, formatted,
and delivered via API for marketing
purposes, intranet profiles, and more.*

**Photo Storage &
File Management**

**Automated Delivery to
Your Servers for Internal
Access and Use**

**Automated
Workflow Processing**



Uncompromising system architecture.

Transparent ROI and reporting while protecting user privacy, security, and data rights.

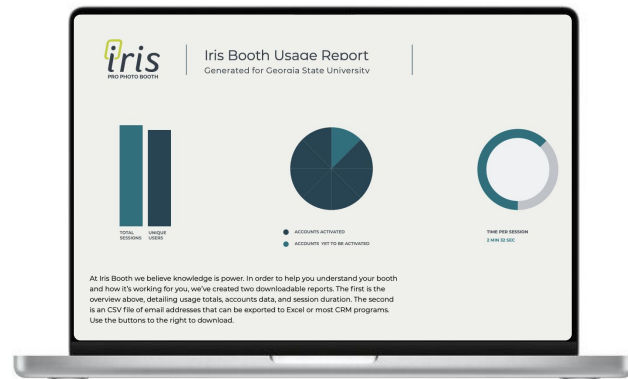


Iris only collects an email and photos. All data is stored on AWS servers, stateside, and purged after 1 year.

Administrative Access and Reporting

Two-Factor Authentication

Built on secure AWS Infrastructure



Make Iris your own.

White-labeled unit allows for custom branding to deliver your brand message.



Vinyl decals can be produced locally with any printing house and applied to the booth within minutes.

Unit Decal Surfaces

Custom Welcome Screen and Logo

Logo Placement in Photo Download Email



iris FOR EVENTS

| Feature / Benefit | Iris |
|-----------------------------------|------|
| Professional Equipment & Lighting | ● |
| Available 24/7 | ● |
| Real-Time Photo Access | ● |
| Admin Access | ● |
| Unlimited Usage & Storage | ● |
| Professional Editing Suite | ● |
| Tech Support | ● |
| API Connectivity | ● |
| Custom Branding | ● |
| 24 Month Warranty | ● |
| Wheelchair Accessible | ● |
| Global Delivery | ● |



**Iris is making professional
portrait photography accessible
to everyone, everywhere.**

Please contact our sales team to learn more.