



Headquartered in Silicon Valley, Picaboo is a leading photo book provider in North America with over 1 million active and satisfied customers. Our company is privately held, and our funding partners include several leading Silicon Valley venture capital firms.

Picaboo leverages a core competence in designing, developing, and deploying easy-to-use book creation web apps that are elegant and intuitive. Through our seasoned expertise and entrepreneurial spirit, Picaboo is perfectly positioned to disrupt, revolutionize, and revitalize the multi-billion dollar yearbook industry with our technology-driven Picaboo Yearbooks ecosystem.

The name *Picaboo* is a play on *peek-a-boo*, a common expression that brings smiles to people's faces. It reflects our culture, target market, and mission.

Say hello to

The Picaboo Yearbooks logo, featuring the word "picaboo" in a lowercase, sans-serif font with a horizontal line above it. Three small circles of varying sizes are positioned above the line, centered over the letters 'i', 'a', and 'o'. Below "picaboo" is another horizontal line, and below that, the word "YEARBOOKS" is written in a spaced-out, uppercase, sans-serif font.

picaboo
YEARBOOKS



The complete Yearbook ecosystem you never thought possible; possible.

Simplified. Personalized. On-Demand.

What is a yearbook

Classie Dixon with some hungry friends at the Lureza County Zoo.



ON THE ROAD AGAIN

Field trips were great. They broke the rhythm of a tedious week and provided an adventure to places we might have never been before. We loved our field trips because they enhanced our personal stories so well. Nothing was better than going to the zoo with our buddies. Even the museums were fun. Lucky upper classmen got to go on road trips overnight to check out such varied subjects as soil erosion in the Texas Panhandle, hotel management techniques in Las Vegas, or waiting for young Ridley sea turtles to be released on the Gulf Coast.

Sean Zeeb and Tim Holm stand in the Freer Museum gallery color-coding for their art class.



Jace Bar release of fall break



The double team together for state meet at the airport. From left: Davis, Marnok, Patty James, Lauren Raigh, and Tom Full makes sure they are in the photo.

A yearbook is profoundly more than paper, words, and images. It's a treasured collection of memories and dreams. A meaningful connection between school and community. A core part of every student's personal story. A story that tells them who they are, where they've been, and where they're going.

We believe that every student deserves a yearbook. One that fills them with pride, joy, and memories that will last a lifetime. Turning that vision into reality, we're delighted to introduce Picaboo Yearbooks, a new way to publish.

A powerfully elegant web app that unleashes, not hinders, creativity & collaboration.



The traditional yearbook creation process is complicated and time consuming. In fact, many schools avoid yearbooks altogether due to the staff commitment required.

Picaboo Yearbooks' free web app lets your yearbook staff easily create top-quality printed yearbooks in no time.

No design or printing skills are required, and there is no software to download. Picaboo Yearbooks is designed to make your life simpler and more efficient.

Imagine assembling a yearbook this year that your staff, volunteers, and students will consider a delight instead of a burden.

THAT'S THE ADVANTAGE OF YOUR PICABOO YEARBOOK, SIMPLIFIED.

Do you want features with that?



Sections Manager

Create sections. Rearrange sections. See who's assigned to what. Check status updates. *Stay organized.*



Portrait Manager

Edit metadata at record speed. See what data is missing at a glance. Then let Portrait Manager take over and automatically flow portrait photos into grid layouts, saving you hours and maybe even days. It's not magic, but you don't know that for sure, do you?



yearbooks.pzsoftware.com

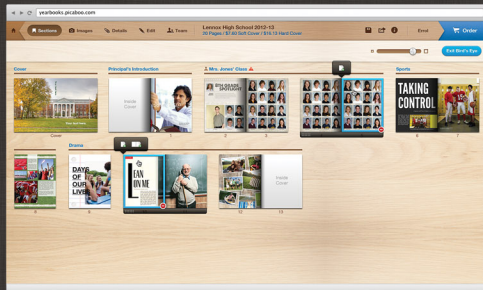
Lexenox High School 2012-13
20 Pages | 87.20 Soft Cover | \$16.75 Hard Cover

Home Backstage Images Details Edit Teams

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A flexible collaboration system means maximum efficiency for yearbook staff.



Get the big picture in Bird's Eye view. Add pages, delete pages, and even rearrange spreads.



Organize photos, add notes, and even let non-yearbook staff submit photos for approval. See if a photo is being used, and on what page, at a glance.



Paper, meet Digital.

Embed videos into your printed yearbook pages. Scan them with your smartphone and watch them literally leap from the page! It's a revolutionary way to share memories with classmates in the YouTube Era.

*Let's get
personal.*



With conventional yearbook publishers, "personalization" means that students can put their name on the cover or customize four pages in the back. If they want a yearbook that captures their memories, features their friends, or celebrates their accomplishments, there is no option. Unsurprisingly, an increasing number of students are choosing not to buy a yearbook because it fails to reflect their unique school experience.

Picaboo Yearbooks lets your students easily create *unlimited* custom pages and covers for their personalized yearbook – instantly making it relevant, meaningful, and valuable to them.

Students who buy yearbooks are more likely to feel a greater sense of school spirit, a deeper connection with their community, and support your school down the road as alumni.

Imagine giving every student the opportunity to own a yearbook that is uniquely about them.

THAT'S THE ADVANTAGE OF YOUR PICABOO YEARBOOK, PERSONALIZED.

***Order precisely what you
need, when you need it.
It's your yearbook,
your rules.***



Excess, unsold yearbooks waste your budget. You also don't want to wait months for yearbook orders to ship. Picaboo Yearbooks' on-demand printing infrastructure lets you order a precise number of yearbooks, avoiding excess inventory and cost. There's no pre-order commitment. Order as few or as many yearbooks as you need — the price per yearbook never changes. Students can even order their yearbook from the comfort of their own home through a special web storefront — at no additional cost to you or them.

Hardcover and Softcover yearbooks ship within just ten days, compared to several weeks and even months with conventional yearbook publishers. eYearbooks are available almost instantly.

Imagine being able to order what you need, when you need it, with no financial risk.

THAT'S THE ADVANTAGE OF YOUR PICABOO YEARBOOK, ON-DEMAND.

Say hello to ...

Hard Cover

9" x 12" and 8.5" x 11"
turnaround in about 10 days

• COVER
full color photo wrap
1.5 mm matte or gloss laminate
2.5 mm acid-free board

• PAPER •
100 lb. archival
FSC Certified
10% PCW
acid-free
chlorine-free

• END SHEETS
100 lb. archival
array of available colors

• BINDING
case bound, square
cotton woven checkered headbands
PUR Perfect Binding technology for superior strength

Soft Cover

9" x 12" and 8.5" x 11"
turnaround in about 10 days


• COVER •
full color photo wrap
1.5 mm matte or gloss laminate
10 pt cover stock



eYearbook

available instantly

All of our products are printed on

 Indigo technology.

A relationship you can depend on.

More important to us than slick software or fancy product options, is building relationships based on trust and support. Without this, nothing else matters.

Take advantage of our marketing tools and programs, helping make selling yearbooks easier and more effective. Our prices are fully transparent with no hidden fees, extra costs, or surcharges for last-minute changes. Your dedicated Picaboo Yearbooks' Customer Service Representative will be available to answer all of your questions and ensure that you're benefiting from our special promotions and incentives.

It's all part of our effort to create a relationship you can depend on, year after year. Welcome to *your* new yearbook era.

**TO LEARN MORE OR GET STARTED, CONTACT YOUR
PICABOO YEARBOOKS SALES REPRESENTATIVE:**



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