Softec.dk

Software and consulting

Design tools
Imaging components
Web applications
Workflows
Backends

Softec Aps, located in Denmark, have supplied the European photo business with unique software solutions handling high volume end consumer transactions since 1989.

Solutions delivered to more than 20 countries include the market leading FMS system together with a range of front end, workflow and imaging technologies.

Since 2008 Softec ApS have partnered with Mediaclip Inc. - distributing the Mediaclip™ Photo Product Creator Suite™ in Europe.

Soft2Print - a joined corporation between Mediaclip Inc. and Softec ApS - offers a cloud imaging infrastructure and leading design tools servicing customers in literally all continents since 2008.

In 2015 Softec ApS acquired the SmartCrop and SmartCompose components that uses advanced person detection for automatic cropping in addition to fitting an image within a template.

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Software for your
Photo Business

FlexCreator

HTML5

- A unique tool for creating personalized products
- Embedded in your environment
- Desktop, tablet and mobile
- Full featured design tool

FlexUI
FlexCORE
FlexRENDER

Cloud or on-premises installation

Softec ApS have distributed the **Mediaclip™ Photo Product Creator Suite™** in Europe since 2008.

The Photo Product Creator Suite™ allows creation of ANY personalized products.

We offer development and integration assistance based on our knowhow and international experience.

Softec Image Layer - an optional component - offer customers an easy and uniform access to photo no matter where they are stored.

Separate brochure available.

soft PRINT

SaaS

- A complete hosted imaging platform
- Design tools (Mediaclip™ Photo Product Creator Suite™ or FlexCreator*)
- Use any e-commerce platform(s)
- Backend with order and content administration
- Generate added value with your content
- Choose your own fulfillment supplier(s)

Your website(s) → mediaclip™ Photo Product Creator Suite™ FlexCreator* soft PRINT → Your supplier(s)

Soft2Print offers you the best from world-class experts

FlexCreator our html5 design tool for creation of personalized products on mobile, tablet and desktop based on a responsive web design.

Enjoy photo realistic beautyshoot previews from DynamicMockup.com.

The open architecture enables a seamless embedding on your web site suitable for optimization to most business scenarios.

Optional integration with Softec Image Layer for access to photos on social medias.

Flat rate or performance based agreement.

Separate brochure available.

mediaclip™

- Distribution of Mediaclip™ Photo Product Creator Suite™
- Design tools for ANY PERSONALIZED product
- Integration development
- Technical support and assistance
- MOCA Mediaclip Online Content Administration

Benefit from our experience and know-how

Soft2Print - the missing bridge between shopping carts and fulfillment companies, offering a complete imaging infrastructure combined with the leading design tools Mediaclip™ Photo Product Creator Suite™ and FlexCreator for creation of ANY personalized products.

With Soft2Print you can offer products such as personalized photobooks, calendars, greeting cards, phone cases, canvas, gallery products, branded packaging materials and any kind of gifting products.

Separate brochure available.

SmartCrop™ automatically detects people within images and intelligently reframes the image around the people. Smart Crop solves an industry-wide print ratio problem causing important parts of the photo to be out of frame.

SmartCompose™ identifies people in a photo and creates a "safe zone" around the person or group of people. Once it has determined that safe zone, it automatically fits that image into any layout, template, or frame while protecting the people from being covered or cropped away.

DynamicMockup.com

- Photo realistic presentation
- Variable data: multi merge of photo, text and colours
- Template created as Adobe PSD file
- Fully automatic process with advanced multi-level caching
- Independent component for ANY purpose

Photo(s)

"Our weddingsday Julie and Robert"

PSD

Colour(s)

Cloud or on-premises installation

FMS - an administrative backend optimizing the administrative workflow, customer service, e-mail, invoicing, payments and marketing for high volume B2C and B2B2C business.

Supplied to more than 20 countries with first installation made in 1989.

FMS is delivered as a custom project adapted to your requirements and setup.

A dedicated team backs your business.

SmartCrop-SmartCompose

Have you ever had complaints about cropping?

- Unique image components for person detection
- Embedded in your image-environment
- Automatic detection of best cropping coordinates
- Automatic zoom / pan coordinates within templates

+ =

Content-aware crop and composition technology

DynamicMockup.com is an independent component for presenting dynamic content in any environment.

Customers can enjoy photo realistic previews in addition to variable text, images and color substitution on demand.

A multi-level caching technology offer impressive performance.

Useful within design tools, cross marketing activities, dynamic web content, gallery shop concepts, one click shopping concepts.

FMS

Do you need a dedicated backend for consumer orders?

- Dedicated photo marketing systems supplied since 1989!
- B2C, B2B2C multichannel setup
- Customer service, invoicing and administrative tasks
- Payment administration and reporting
- Event-driven and newsletter email
- Handles 20.000+ orders a day per system
- Supplied to 20+ countries

Operation Marketing FMS Customer Service

FMS optimize your consumer business