



## NEEDS:

If you're looking at this document, you NEED a secure digital media management software program to take care of the overwhelming photos and digital media that are taking up GIGS of your hard drives. You aren't able to find specific photos pertaining to a specific project, because the date's been changed, the description's been changed or the media has accidentally been deleted altogether. This is frustrating!

## LYNX History and Mission Statement

### History:

LYNXPM, L.L.C. was acquired from TRF Systems by Mr. Robert Adams in 1999. Since then, Mr. Adams has taken the Secure Digital Management Software market by storm when he hired top-notch developers and re-wrote the entire program, keeping the functionality of the original LYNX program that users enjoyed. Since then, we've moved from not only the construction industry but on to law enforcement agencies, large private construction agencies and most government offices. LYNX has grown, now branching into three locations: Tempe, Arizona, Naples, Florida and Hollister, California. Mr. Adams prides himself on customer satisfaction, his personal objective. He's accommodated agencies like the Los Angeles Police Department, Federal Bureau of Prisons, State Department, Veteran's Affairs, CH2M Hill, Parsons and many others by listening to their needs. More than 90% of our upgrades come from customers' suggestions and he's still listening...

"It's been rough the last couple of years for all agencies. With fewer personnel, it's harder to keep track of daily progress for everyone involved. LYNX is that tool. I want to save these companies time and money by virtually eliminating travel costs and expenses. LYNX is a secure database so companies can feel safe knowing only the people they want to see their digital media can. When a large construction company was caught up in a multi-million dollar lawsuit, I was proud that our product was used to prove exactly what happened and when. Storing your data in a secure, tamper-proof database makes sense. It's virtually paper free, downloadable and completely digital...providing for a better environment and a better world."

Robert Adams  
President  
LYNXPM, L.L.C.



## Why LYNX?

While comparing photo management software companies and we encourage you to do so, keep the following in mind:

- **Proven Track Record**

LYNX has a long and successful history in the digital photo industry. We've been the ONLY secure digital photo management software company since digital cameras arrived on the market based solely FOR CONSTRUCTION. We've been in the construction industry for over thirty years. We *saw* the future of technology and digital images, and we were right. Digital Photography has taken over all other forms of documentation. You can feel confident LYNX will continue to support your digital media needs in the years to come, changing as the industry changes.

- **Savings**

There's no reason to spend hundreds of thousands of dollars on a "secure" digital photo management software program. At LYNX, we believe User Licenses should be concurrent. We understand budget requirements, needs and fiscal years. We understand there're lay-offs going on, people trying their best to keep projects under control with fewer personnel to watch over the projects. We understand it costs too much money to travel to a project just to "see" what's going on. That's why we've created the Master License. This is the "Main" license for your company's digital media. The Remote license is ideal for "outer offices" that will need to send their data to the "Master License", keeping headquarters, a main office, an owner, instantly up to date on their project/s. At \$3,450.00 with one concurrent user license there's no more "we can't afford this". Now, we hear on a continuous basis "we can't afford NOT to have this!" **We agree!**

**Continue to next page for more comparisons!**



- **Ease of Use**

Most companies forget the “larger picture” when it comes to “secure” digital media. Security is important...absolutely! But, it’s not necessarily the “security” feature of LYNX that attracted our clients and continues to attract all agencies, including government and law enforcement agencies. What’s more important is ACCESS. LYNX doesn’t use an overabundance of unusable features just to “look” fancy. We know that when you’re asked about a project, it’s usually not a project from last year, or last month, or even yesterday. You’re usually called on your memory and your written daily documentation for a project that was completed five years ago. What if you could simply perform a search on your entire database on criteria that you DO remember? What if you could find every photo ever taken of an entire project within seconds? LYNX created “Quick Acquire” which will allow your users to file their photos to LYNX (with basic information) in two mouse clicks...TWO! This takes away every excuse that “I don’t have time”. Quick Acquire actually takes LESS time than uploading your photos from a digital camera into a newly created folder where anyone can view them, alter them (maybe without knowing) or even deleting these photos.

We’re constantly updating our program to keep up with the quickly changing technology. Customization is what LYNX is known for. We are happy to take suggestions that will make your job easier...and we have lots of references from happy customers that will tell you the same thing!

- **Support**

Support and excellence in programming has been our number one goal. LYNX is known for its excellent technical support. There are two reasons to make sure you are current on your annual support, which we’ve made extremely affordable. Support not only allows you access to phone technical support, digital technical support (where we can connect to your computer and “look” at what’s going on, but it covers all updates to the program. With Microsoft climbing a quick ladder in technology, it’s our responsibility to follow as quickly and as efficiently. You will need these updates frequently.

**Continue to next page for more comparisons!**



- **End User Customization and Software Deployment**

LYNX has taken the headaches out of software deployment and administration. We know how problematic it can be to manage users. LYNX works with Active Directory, making it easy to import “users” but goes even further than that. All administrators will give end users the rights they want them to have. Maybe you don’t want “Joe” to see “John’s” project. What if you don’t want an end user to be able to modify a photo, but you want them to be able to see it? With Users and Groups, LYNX makes all of this easy! The control is put back into YOUR hands.

Unlike some of the other programs, LYNX user licenses are concurrent. This means you may put the program on any server you’d like and install as many work stations as you’d like (rather than just having a stand-alone computer with a license on it).

- **Requirements**

LYNX does NOT require the purchase of a proprietary server. YOU provide your own server or use an already existing server, saving you money on hardware.

**The best and most visually pleasing way to understand the LYNXPM Digital Media Software Program is to set up an online demonstration. This way we can show you exactly how the program can be customized to meet YOUR needs, how to utilize users and groups to fit your security needs and how to help your company save hundreds of thousands of dollars on travel time, looking for media that’s years old and has been lost, changed or deleted and help you move toward the “digital age” smoothly and efficiently and most importantly affordably.**

A note on Sharepoint...

Sharepoint is a GREAT program. We agree that its ease of use and the ability to “link” your photos to your written documentation is a need and a must. The problem? Accessibility! You may link your photos to your daily field reports through Primavera, Office, Meridian, any third party software program, with the LYNX WebServer, without having to worry about BROKEN LINKS! After speaking with several large customers using Sharepoint, we’ve found out that photos are not as easily accessible a year down the road... six months down the road... and the odds go down after that. Broken links are a major problem. It might be working for you now, but after awhile we think you’ll take another look at LYNX.



Thank you so much for looking at the benefits of LYNX! Again, I'd be more than happy to set up a free online demonstration to show you exactly how LYNX can help you at a cost you (and your budget) CAN afford!

Please take a look at our online demonstration at [www.lynxpm.com](http://www.lynxpm.com) and click on the video. It will be worth the 4 minutes, I promise!

Please let me know if you have any questions.

Sincerely,

Julie Palella  
LYNXPM, L.L.C.  
(877) 955-7711 ext. 83  
[www.lynxpm.com](http://www.lynxpm.com)