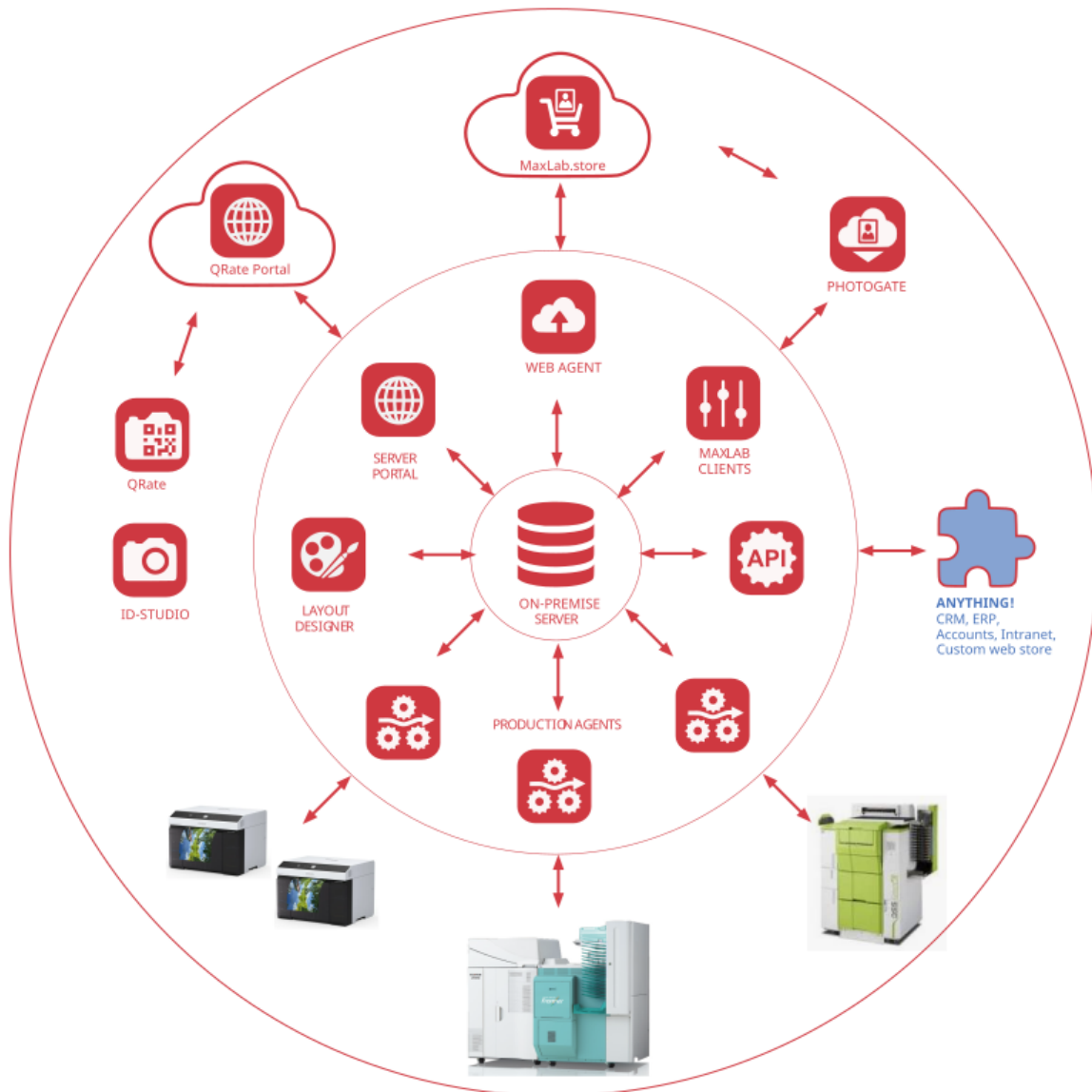


What is MaxLab

MaxLab is a flexible end-to-end software suite tailored for school and graduation photography. It provides everything from capture, digital asset and data management, service fulfilment, quality assurance, rendering of advanced products, order fulfilment and tracking.



Target Market

MaxLab is designed for vertically integrated, large-scale school and graduation photography operations with teams of photographers and in-house printing capabilities. However, it is not a one-size-fits-all solution. Thanks to its modular architecture, MaxLab seamlessly integrates with other systems and subsystems, often serving as the glue that unifies best-in-class technologies into a cohesive and efficient workflow.

Key Features and Benefits

- MaxLab Suite is built specifically for School and Graduation photography.
- On premise networked software with online connectors.
- Designed, built and supported by a dedicated team in the UK.
- Scalable— industry trusted and proven by some of the largest photography operations in the UK.
- Windows 11 / Windows Server 2025 support, proactively evolved to prevent obsolescence and reduce technical debt
- Highly flexible, many integration points, and potential for bespoke development.
- Halsys is more than just a software supplier—we are a trusted partner. With decades of experience in volume photography, we collaborate with world-class teams across the globe, bringing expertise to industries such as school and graduation photography, cruise and resort photography, and security services photography.

The System in more detail

Capture



MaxLab Client has native support for QR codes. Tickets can be created in MaxLab, photographed on-site, and later imported along with images.

QRate & QRate Portal Designed for managing teams of photographers shooting QR-coded images. Provides a secure transfer mechanism between Photographer and lab, along with some basic culling and QA tools.

ID Studio – a traditional **tethered** shooting application. The camera is directly connected to a laptop by USB or wireless. Images appear live on the laptop, with student lists available for matching.

Others- MaxLab can import Halse ID-Link files which have become an industry standard in Europe, but also able to handle csv files and EXIF data from our on camera barcode reader, or systems like Foolography Entagged.

Workflow & Quality Assurance



Supports Pre-upload QA OR Post-order QA

MaxLab Server Stores images and data; with import and export tools to integrate with other systems.

MaxLab Client Handles QA tasks like data verification, cropping, culling, colour corrections, in Shoots, and Orders.

MaxLab Client is used to set up batch processes for special products and services for schools. Example Star composites, Dual composites, class boards, staff boards, Journey products created in **Layout Designer**

MaxLab Client has built in automation and bulk processing capabilities, but also has a powerful hot-folder processing capability to allow interaction with external automations.

MaxLab Client supports paper proofing (proof card creation, and scanning of proofs in Order Builder)

Production Agent provides the rendering engine that processes Images, data and templates and outputs to file and printer.

Web Store & Order Management



Upload images to **MaxLab.store**, and download orders.

Also able to integrate with GotPhoto, Captura, Legacy Halse upload (secure FTP) or your own web store via our for **MaxLab API**.

Upload Directly from **MaxLab Client** or delegate it to **Web Agent** to run in the background.

Orders can either be sent directly to **Production Agent** or can be reviewed manually in **MaxLab Client** before production.

Centralized Server & API



Max Lab Server (on-premise) Stores all images, product information , orders, and printing configurations.

Provides an on premise **Server Portal** for system setup and configuration as well as allowing basic image searching and ordering.

Max Lab API Enables integration with external systems such as Custom web stores, CRMs, ERPs, accounting, other internal business systems such as customer service tools.

Production & Printing



Production Agent is a set-and-forget background worker. It handles device setup, and has some very sophisticated queuing, batching and sorting capabilities with load-balancing

Fully colour-managed workflow

Can be optimised for consolidating orders from multiple output devices with tracking sheets

Directly supports major printer brands: Epson, Fujifilm, Noritsu, Windows-based printers.

Can render to PDF or standard image formats.

Photogate manages digital delivery and tracking of digital orders from Maxlab and Maxlab.store
