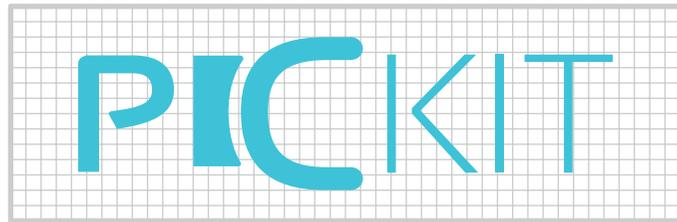


## ■ Introduction of Brand

“Pick it” PICKIT has a meaning of “Choosing”.

Regardless of which printer or photo customer picks, customer will be able to get the best quality photo printer as well as superior quality photos.

PickIt contains a philosophy that people feel happiness through photos of memories.



PICKIT

Pickit stands for **“Best Picture Kit in my hand”**

It contains a will of PRINICS wanting to offer best quality photo and photo printer to customers.