



TAPSNAPTM

The TapSnap Story

Innovation in kiosks, fun in franchising

Work should be fun. That's what TapSnap founder Scott McInnes believes.

That's why when he was looking to expand his kiosk empire he chose to reinvent the photo booth. Everyone loves sharing pictures these days, and social media has created an insatiable demand for unique photos.

Think how much fun it would be to make a sophisticated high-tech photo kiosk, one with no walls or ceilings, and infinite possibilities for entertainment. McInnes and his executive team envisioned a photo booth so highly connected that the integration between it and social media networks would be virtually seamless. The fun potential for franchisees was obvious: who wouldn't want to attend special events and parties while helping people create unique photo memories of their event?

The technology was ready. What was unthinkable a few years ago was now made possible by recent advances in multi-touch screen technology.

Countless hours, endless tweaks and refinement in the development lab and TapSnap was born, building on the TapSnap executive team's 12-year history of innovation in kiosks.

The beauty of self-serve solutions

Flashback 1999: McInnes moved to Whistler, BC looking for a lifestyle change after owning a restaurant in Vancouver. While he was snowboarding the glorious snowpack, he began looking for his big idea.

The popularity of the Internet was growing, and more and more travelers needed a place to check their email while away from home. McInnes purchased public access Internet kiosks and placed them in Whistler hotels, so visiting guests would be able to check their email. He would drive from hotel to hotel collecting hundreds of dollars in coins.

Then he began thinking – I could build it better myself. His business philosophy began to take root: create the best product possible, make people's lives easier by providing convenient self-service solutions. His new improved kiosks performed better than ever, and cost less.

He began selling the kiosks to other aspiring entrepreneurs, and moved back to Vancouver. The business expanded into creating wireless systems for hotels.

DVD rental kiosks like battleships

In 2005, McInnes and his executive team were looking to expand into other kiosk options. An American company called Redbox was renting DVDs from kiosks at a fraction of the price people paid in video stores, and they didn't franchise. McInnes seized the opportunity, developing a program to provide DVD rental kiosks to entrepreneurs and small business owners.

Refinement was crucial. McInnes and his team envisioned everything a video rental kiosk should be able to do. Things like you should be able to rent the movies in their original cases, you should be able to see the movies, you should find it works exactly the way you expect it too. And they made it happen with their new company DVDNow Kiosks, which launched in 2006.

One customer describes the kiosks as “battleships” – absolutely unsinkable and totally reliable.

Early on, the DVDNow executive team realized the company would only succeed if the customers succeeded. A product is nothing without the best people behind it. McInnes empowered his employees with decision-making capabilities and instilled a customer-centric philosophy.

DVDNow Kiosks grew to become the largest network of independently operated movie rental kiosks in the world, with operations in 16 countries.

The company has enabled countless entrepreneurs to enter the movie rental kiosk business, while enjoying the lifestyle benefits that come from owning an automated business: limited hours, passive income, free time and free movies.

More than a business – it's a lifestyle

Like DVDNow, TapSnap is more than a business – it's a lifestyle. Both businesses can be done in conjunction with a full-time job, both are in the entertainment industry and both can be more fun than they are work.

Sophisticated, open-concept and highly interactive, TapSnap melds the latest advances in multi-touch technology into a sleek, eye-catching machine that's a guaranteed crowd-pleaser.

Now with over 40 franchises in North America and more internationally, TapSnap is become the first truly national photo booth brand.

The franchise structure allows owners to work less, earn more, and have fun at the same time. To founder Scott McInnes, that's the way it should be.