

## FotoInsight kicks off the Photo Calendar Season 2007

*Millions of digital images linger on computer hard drives. Online photo processing companies offer convenient ways to get the best images onto paper and into the open. FotoInsight offers a choice of photo calendar layouts which can start any month from now to the end of year 2008. This is a personal photo gift idea not just for Christmas but for the whole year.*

October 30, 2006 (FPRC) -- In time for the holiday gift shopping season, FotoInsight of Cambridge launches an innovative way to tailor a photo calendar from the growing number of personal digital photographs. Presenting someone with a personalized, beautifully laid out calendar with own photographs is arguably one of the greatest gift ideas.

Digital camera users can edit their own photo calendar online at <http://fotoinsight.co.uk/calendar> where it will get professionally printed. Available as a wall or desktop calendar, most models cost just £9.99 (or €13.99 at <http://fotoinsight.com/calendar>) and don't require any software to be downloaded. Each calendar runs for twelve months with space for an additional picture on the cover sheet. Customers making wall or desktop calendars can define which month they wish the calendar to start, great for example as a gift for a birthday in November or a wedding anniversary in May.

With the FotoInsight photographic calendar service it only takes minutes to create a complete, personalized, high quality photo calendar using the summer holiday pics or to create a review of the past year. Interested users might want to create an art calendar edited with their own digital pictures. Images can be uploaded through a Windows or Mac internet browser one at a time or all thirteen images as a ZIP or RAR compressed folder in one go. The layout tool allows zooming and adjusting images before getting the calendar printed.

FotoInsight's calendar choices comprise:

Decorative Calendar: Image W14 x H10.5 cm (outer measures 21x25,5cm) €13.99 / £9.99

Desk Top Time Planner: Image W14 x H10.5 cm (outer measures 29.7x13cm) €13.99 / £9.99

Photo Calendar: Image W20 x H15 cm (outer measures 29.7x42cm) €20.99 / £14.99

Desktop Calendar (on photo paper) Image W8 x H9 cm (outer measures 12.5x14.5cm) €13.99 / £9.99

Postage & packaging for the UK and most European countries is €4.99 / £2.99

FotoInsight expects photographic calendars to become a popular way to preserve memories from a special vacation. These printed memories are ideal to decorate a wall year around with a fresh image every month. "We have done a number of trials to optimize the finish and appearance of the paper. The response to the final results has been phenomenal" comments FotoInsight Ltd Managing Director Klaas Brümman. He adds: "FotoInsight specializes in photographic gift ideas. The new Photo Calendar is set to resolve many people's headaches over presents for friends and family."

Convenience and flexibility

FotoInsight offers a PC and Mac compatible, independent online photo service, fully flexible to be used with images from any digital camera. According to FotoInsight's management the online

service offers an extensive array of award-winning photo printing and photographic gift items and CeWe Photobooks, photo posters, photographic calendars, photo canvas printing, for the consumer, business, photography, and graphic arts markets. From Cambridge, Mr Brumann comments: "Photographic memories must never fade. Our technology is smarter, providing long lasting prints with superior quality."

#### Information about FotoInsight Ltd

FotoInsight Ltd of Cambridge runs a custom made and easy to use print processing service, offering an extensive array of award-winning photo printing and photographic gift items and CeWe photo books, photo posters, photographic calendars, photo canvas printing. Customers benefit from patented development processes and the experience of Europe's largest independent photo lab with an installed capacity of 18 million prints per day. Photos ordered through <http://fotoinsight.com/> are developed in one of 19 strategically located, state of the art photo labs, employing 3200 staff, with an output of over 3 billion prints per year.

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