

New: Printing-1 Photo Books

The photo album is dead, long live the photo book. Free photo book software offered by online photographic services makes it easy and economical to create photo books in different formats, sizes and types of binding. Online services offer a range of options for individual lay-outs with own photographs. Professional print on hi-gloss paper provides coffee table style photo books. The latest offering comes from printing-1 and promises an even greater choice of photo book styles for PC and Macintosh users alike.

October 30, 2006 (FPRC) -- During the past year personal photo books have become one of the most popular photographic products and are about to replace the traditional photo album. Rarely has a product evolved as quickly as the photo book. The different suppliers compete with ever more flexible software for the top spot with the consumer. With the launch of its new Windows and MacOS photo book software printing-1 is claiming to take the concept a step further. According to printing-1 a durable, quality binding process is becoming more important, as increasingly big photo books are being ordered, containing often hundreds of images. The binding process used by printing-1 takes an extra day to prepare, but allows for large photo books with up to 144 pages and space for hundreds of images.

The new online photo service Printing-1 offers a range of photo books and scrapbooks, including small photo booklet, square photo books and A4 size books in different shapes and colours. Printing-1 photo books are offered in a range of three bindings methods (staple, spiral and book binding) with soft and hardcover. The smallest hardcover photo book bound is 36 pages, the largest contains up to 144 pages in hard or soft cover. Staple or spiral binding is available with 12 pages or more. Printing-1 photo book covers provide a range of colours and can be edited.

The Printing-1 Photo Book Software

According to Printing-1, during the software development special emphasis was put on ease of use and creative freedom. Images are not only fully scalable and can be positioned freely on any page, each frame can be defined individually. Also the page number feature can be switched on or off for individual pages in order not to spoil a beautiful full page image. Instead of limiting creativity through an automatic assistant the program provides templates to help positioning images after which they can still be adjust or moved. In general, the new photo book application entices creative experiments with the lay-out tools. Printing-1 is going down new paths: The program not only offers a choice of matt and glossy covers, it also allows to switch between binding types and book formats at any time.

Not only printed photo books, but also online photo book sharing

Individual photo books can be saved as separate projects. The photo books have to be uploaded to <http://www.printing-1.co.uk> first before placing an order where they will be stored free of charge for up to two month. This allows users to invite friends to view their Printing-1 photo books online. So after for example a large party or wedding, friends and family can view and comment on the

scrapbook project and ever order and pay for their own printed Memorybook, Printing-1 also provides savings when a photo book is ordered as a present and send directly to friends or family abroad (including the USA), using a separate delivery address.

Beyond the use of layout templates, each page can be edited freely. The editing tools include free scaling, rotating and positioning of photographs. A line around an image helps to set it against coloured backgrounds. Frames can be defined individually around each picture and images can also be printed frameless across a full page or even double page, providing the right format for landscapes and other photographs requiring a larger space. The printing-1 software also provides a tool to post-edit images individually. This allows giving images a degree of semi-transparency, an interesting effect on some overlapping images.

With digital photo books the many digital memories vanishing on ageing computer hard discs can finally see the light of day. The digital photo service Printing-1 delivers in the UK (<http://www.printing-1.co.uk>) and most European countries and the USA within two weeks of ordering online. Ordering professionally printed photo books from own images is rapidly replacing the “stick-in” photo album.

Convenience and flexibility

Printing-1 offers a Windows and Mac OS compatible, online photo service for digital camera images, specialising in digital photo books and photo canvas printing. The hi-tech process used reduces the costs, allowing Printing-1 to offer photo booklets from £7.95.- (plus postage & packaging £4.90 (orders over £100 ship free)). Different volume discounts are offered when ordering five or more of the same photo book.

Printing-1 background

Printing-1 started in October 2006 as a British-German joint-venture. The Internet-Service is specialising in high quality, modern photo print products like photo books and photo canvas.

Press Contact

IITM is a specialist agency and will be delighted to arrange interviews, images, NFR versions for review and discuss opportunities for software reviews, cover mounts, incentives, OEM versions.

International IT Marketing Limited

Catalina Martinez

Email: pr (at) IITM.info

Tel. 0044 20 7617 7469

Contact Information

For more information contact Catalina Martinez of printing-1 (<http://printing-1.co.uk/>)

+1 202-470-3242

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