

## **Wataphoto Launches Online Photo Service with Three Cent Photo Prints**

*Wataphoto launched its new and innovative online Photo Service website on July 24th 2009. Wataphoto's new on-line service is different as it does not require customers to log-in or pre-load photos before creating projects, thus speeding up the process for the consumer. Ease-of-use, high-quality and low price are the driving philosophies behind Wataphoto as they enter the market with an initial portfolio of photo prints, photo posters and photo canvas products at prices 40% to 50% below current US market prices.*

July 27, 2009 (FPRC) -- Wataphoto, located in Dallas, TX launched its new and innovative online photo service on July 24th 2009. With the ease of use, low-pricing and quality that Wataphoto offers, their site should soon be one of the most used photo service sites on the internet.

While the majority of photo services are charging \$0.10 or more per 4' x 6' Photo Print, Wataphoto has an everyday low price of \$0.05 price, with a special introductory offer of \$0.03 through July 31st, 2009.

Terry Rayner, President, states 'We have partnered with several software development companies and developed our own proprietary back-end that drives our entire workflow. Our philosophy is that we are a 'print engine' not a photo storage silo. Our customers do not have to log in, upload photos and then find them later to re-purpose or order them. When a customer goes to Wataphoto, they select either photo prints or photo products; they then upload a thumbnail version of the photo (or photos) directly from their desktop, which can be edited or used to order from, or placed in a photo product. Once finished with the project the customer then uploads the photos in the resolution needed and closes out the order.'

Tim McDonald, CIO, goes on to explain that in August Wataphoto will be releasing a brand new web-technology that allows customers to share their digital photos in a new and unique way. The web application allows customers to share their photos without having to upload them before sending them to friends and family. A link to the customer's photos is then sent to a friend (via email), and when the friend clicks on the link a personalized URL is created with a flash animation to view the photos. The viewer can also order the photos or make photo products directly from the received photos.

Rayner states that as Wataphoto develops and expands over the next few months we will offer a complete suite of photo products, which will include: Photo Prints, Photo Books, Photo-Calendars, Post Cards, Greeting Cards, Day-Planners, Photo Posters, Photo Canvas Prints and Photo Displays. All of which can be personalized with photos and texts.

The management team at Wataphoto has a plan to give customers what they want...Ease of use, low price and high quality; they want Wataphoto to be the number one photo service site on the internet. Go to [www.wataphoto.com](http://www.wataphoto.com) and order your prints today.

### **Contact Information**

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**Keywords**

[Photo Print](#)

[photo poster](#)

[photo canvas](#)

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