

## **Printing-1 Maxi, the Art of Creating Large Photo Books from Own Digital Images**

*The new version of the Printing-1 photo book software provides functional improvements and a new, larger book format for the demanding photographer or designer on Windows or Apple PCs.*

July 18, 2007 (FPRC) -- The Photo book is the hottest innovation in the photo printing industry. Ever more often, when the shutter snaps at a wedding or a party no 6"x4"prints are made at all. Instead of prints for a photo album images will be laid out in a proper photo book. To give great moments the appropriate space Printing-1 is adding the new Maxi format (20"x20") to its photo book offer. That allows spreading for example landscapes over 40" wide double pages, in poster size style.

"I like your photo books so much, that already when I am taking a picture I am thinking how best to use the shot in a photo book" wrote a Printing-1 User: "Portrait or landscape, with frame or full page or double page spread alone or among many pictures on a large page?" With the extra large MAXI-format Printing-1 is opening more creative freedom for the photo book design. Images can be positioned quickly and precisely using templates. Images can also be repositioned freely for a scrapbook design style. Frames can be defined individually for each image but also be spread frameless over single or double pages.

The Printing-1 range now includes five sizes, starting with small photo booklets ("Pocket"), over A4 size books to the 20"x20" Maxi format. Printing-1 offers its printed photo albums as hardcover books, linen hardcover, soft cover or spiral bound. The Printing-1 photo covers come in a choice of colors and can be edited with photographs.

The Printing-1 Photo Book Software for Windows PC and Apple MacOS

According to Printing-1 during the photo book software development special emphasis was laid on flexibility and user comfort. Images can be scaled and positioned freely. The page numbering style can be turned on or off for each individual page. Instead of a limiting automatic layout assistant the application provides templates to position images precisely and easily. Printing-1 also offers silk mat and glossy paper and its software allows switching between different types of binding and book formats at any time during the design process.

Not only printed photo albums but also online photo sharing

Individual photobooks can be saved online as projects. Before placing a print order, the photo book layout file is uploaded to Printing-1 first. There the photo book can be shared free of charge with friends and family before ordering prints. That is particularly practical when after a party or family event others shall pay for their own copy. Sending printed memory books directly to friends and family abroad (Europe or the USA) also makes a very personal gift and saves postage.

The digital photo service Printing-1 delivers in the UK and most European countries as well as the USA within two weeks of ordering online. Photo books professionally printed from own digital photographs are on their way to replace the traditional photo album.

Flexible and convenient

Printing-1 offers a Windows and Mac OS compatible, online photo service, which can be used with

photos from any digital camera or camera phone. Printing-1 specializes in photo books and photo canvas printing only. The professional printing processes allow Printing-1 to offer its photo booklet in the “pocket” format with ring- or laminated binding from £7.95 – plus p&p £4.90 (orders over £100 ship free). Apart from the Pocket and the Maxi format Printing-1 is offering three further intermediate sizes.

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printing-1 UK – <http://www.printing-1.co.uk>  
printing-1 Deutschland – <http://www.printing-1.de>  
printing-1 Österreich – <http://www.printing-1.at>  
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**Printing-1 Background**

Printing-1 started in October 2006 in Cambridge 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**

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