

Movie Magic™ DVD (deluxe)



Positioning Statement

Movie Magic™ DVD is a Hollywood-style video of your very own photographs. You can use your favorite pictures to create a multi-media production that showcases the memories of people and places you love. Movie Magic DVD provides you with the background and musical themes of your choice, bringing you a personalized movie you can watch from the comfort of your own home. Designed in our professional digital imaging lab, your pictures fade in and out at different angles and in a refreshing style that everyone will love. You'll be thrilled as you see your photos showcased in this emotional presentation that provides entertainment for the entire family. Movie Magic DVD is the perfect gift for weddings, anniversaries, parties, funerals, birthdays and any occasion.

Product Concept

In this day and age, entertainment is one of the key factors driving our economy. Entertainment is becoming more and more desirable, but few find time to lay aside work for play. The pressures of work, family and other obligations leave us with little time to relax and enjoy what matters most. Movie Magic DVDs are one of the best ways to spend your relaxation time. These movies are sure to bring a smile to your face and a tear to your eye as you remember your loved ones. These DVDs are guaranteed to become classics in your home as you relive your memories time and time again.

Target Audience

This product is designed for a young audience that seeks entertainment and exciting new ways to view their photographs. The computer literate but non-techie "Mom" is the primary purchaser as she seeks to compile the memories of her children and loved ones. The male in the household is the secondary purchaser.

Key Features and Benefits

This customized DVD comes with a variety of choices for the title, theme and music. The Movie Magic DVDs help the consumer organize and preserve their memories in a refreshing way while being entertained by their own photos.

Frequently Asked Questions

Last time I paid \$99.90, why is the current price only \$39.95?

The \$39.95 price is for the Movie Magic product only. This is the price you will pay if you use digital images. The \$99.90 price includes Photo Saver™ 100 valued at \$59.95.

What themes or storyboards are available?

Currently, over 30 storyboards are available, including: Legacy, Gardens, Life Event, Vacation, Outdoors, American Tribute, Winter, Year-In-Review, Christmas, Love (Valentine's Day), Sports Highlights for: Soccer, Basketball, Softball, Volleyball, Football and Ice Hockey.

How many pictures can I put on my storyboard?

Each storyboard is different, but most of our storyboards feature either 40 or 100 images.

Can I select my own music?

You can select from a group of pre-selected options. Unfortunately, due to synchronization rights, we are unable to provide any other music at the present time. However, we hope to have this option available in the near future.

What happens if I provide the wrong number of photographs?

If you send in more photographs than the storyboard holds, the additional photographs will not appear. If you send in fewer photographs than the storyboard holds, your images will repeat to fill up the remaining slots.