

Movie Magic™ DVD (deluxe) PLUS



Positioning Statement

Movie Magic™ DVD PLUS is a combination of Movie Magic™ DVD and Photo Saver™ 100. With this product, you can combine the preservation benefits of Photo Saver with the theatrical entertainment of Movie Magic DVDs. Simply send in 100 photos to our Photomax™ Digital Imaging Lab, and your precious photos will be scanned and preserved for generations to come. We will also 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. You'll be thrilled as you see your photos in a new digital format, showcased in this emotional presentation that provides entertainment for the entire family.

Product Concept

With the transition from traditional prints to digital photographs, many people are left wondering what to do with all of their existing prints. They want to preserve them from fading, deterioration, and natural disasters, but they also want to use them. Photo Saver solves this problem by digitizing your existing prints and saving them for future generations. Photo Saver puts them in a new, digital format that can then be used to create new and entertaining things. Movie Magic DVDs are designed to capitalize on the consumer need for emotionally-driven products. Photo Saver solves the problems of preservation of traditional prints so that consumers can still use and enjoy their memories in this digital age.

Target Audience

This product is designed for an older audience that seeks to preserve their existing photographs and showcase them in exciting new ways. The non-techie "Grandma" is the primary purchaser as she seeks to compile the memories of her posterity and loved ones. The male in the household is the secondary purchaser.

Key Features and Benefits

This service comes with the ability to create a digital replica of up to 100 photos or 75 slides or negatives. In addition to the scanning service, you will also receive a customized DVD with a variety of choices for the title, theme and music. Movie Magic™ DVD PLUS helps you organize and preserve your memories in a refreshing way while being entertained by your own photos.

Frequently Asked Questions

What themes or storyboards are available?

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.

I want a storyboard with my 100 slides, but Photo Saver 100 is only good for 75 slides. What should I do?

You can provide 75 slides and the first 25 will repeat. You can send in 25 more slides and pay the additional \$.59 per scan.

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 send in more than 100 photos to put on my Movie Magic™ DVD?

We will scan the additional images for a charge of \$.59 per photo, but they will not appear on your DVD.