

# Photo Saver<sup>SM</sup> 200



## Positioning Statement

The Photo Saver<sup>SM</sup> 200 service transforms your printed photographs, slides and negatives into digitized photographs. The Photo Saver<sup>SM</sup> service saves you countless hours of trying to scan them yourself by simply doing it for you. Whether you have prints, slides or negatives, Photo Saver<sup>SM</sup> 200 service will scan and digitize your prints in a matter of minutes. Each process begins and ends with personalized emails, notifying you of the status of your photos.

Each print, slide or negative is handled with white gloves and placed in safe protective packages to ensure safety to your photos. Through a sophisticated barcode system, our professional photo lab technicians can trace every order made to our lab. Such care and organization for your photographs allows photo technicians to know the location of every photograph at all times. Once processed through the photo-imaging lab, we load your photos to our Photomax™ website where they can be accessed at anytime, from any location. Photomax™ is the only online photo-sharing service that makes scanning and digitizing so easy – we do it for you!

## Product Concept

Preserving your photos can be difficult, especially when unexpected events arise like fires, floods, children, pets and other disturbances. Photos are also subject to age as they crack, fade and lose their original color. Photo Saver<sup>SM</sup> 200 helps preserve your photographs in their original state by storing them online in your personal Photomax™ web account. Photo Saver<sup>SM</sup> 200 also helps you organize your photos by getting them out of your old boxes and into a format you can view and manage. Photo sharing becomes easier as you send your photos to friends and family online. Photo Saver<sup>SM</sup> allows you to use your new digital photos to get prints, make DVDs, mugs, t-shirts and other exciting products.

## Target Audience

Photo Saver 200 is designed for anyone with old or new printed photographs, negatives or slides and memories they wish to preserve. No computer or technical skills are needed and all who have unorganized photos can benefit from this product.

## Key Features and Benefits

Photo Saver 200 scans and digitizes up to 200 printed photographs or 150 slides or negatives. Each photo is handled with extreme care and placed in your personal online Photomax™ account for your convenience.

## Product Testimonials

"I told you once, some time ago about my personal experience with losing photographs that brings what we are doing with Photomax so close to home.

"Robert and I got a digital camera for Christmas four months before Sydnee, our only daughter was born. We were so excited about our purchase and we were so happy we could finally do more with our pictures. When sydnee was born, we took tons of pictures...I mean, this was our first child! For the next 2 months everything she did we took a picture of!!! She was so darn cute. Each time our memory card would fill up we would empty it onto our computer and then go about our business, always knowing that we should burn to a CD, but like so many other things with life, decided to do it later. Then, out of nowhere, one day our computer froze and crashed. We lost everything. Every picture we had of our only child's first 2 months of life. I was sick. Needless to say, I have backed my photos up since that time, and I can't wait to use Photo Saver and the Photomax website."

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## Frequently Asked Questions

### *What size printed photographs can I send to Photo Saver<sup>SM</sup>200?*

Any photo up to 11" x 14" in size. There is an additional charge for non-standard sized photos.

### *What is a non-standard size photo?*

Any photo smaller than 2.5" x 3.0" or larger than 5" x 7", OR any photo that does not have four straight edges.

### *How do I know my photos won't be lost?*

Our photo-imaging lab has processed more than 500 thousand photos without losing or damaging a single photograph. You may send your photos with a signature required and we will return them the same way we received them. You can rest assured your photos will be safe with us as we take great care of your precious photographs.

### *How often can I send in my photos?*

Photo Saver is prepared to accommodate all of your photo needs. As an included service, we will send you an empty order box with every order you place. You may place your new photos in the Photomax<sup>TM</sup> box and send your photos to us every month. With this simple mailing system, you won't have photos piling up in your house and you'll be able to organize your pictures with ease.