

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



## Positioning Statement

Photo Saver<sup>SM</sup> Digital serves to transfer digital images and files to the Photomax™ website where they are easier to store, organize and share. You may send your digital photos on a CD or memory card and we will upload them to your personal, online Photomax account. You may send any memory card, as we support all types and models. With Photo Saver Digital, you save time and effort by simply letting us upload your photos for you! Once your order is processed through our Digital Imaging Lab, your digital media will be returned to you.

## Product Concept

There is often little time to spend doing daily tasks and even less time to do what matters most. Photo Saver Digital saves you time by preserving your precious digital memories for you. Simply slip your digital media into the mail and send it to the Photomax lab where your photos will be transferred to your personal photomax.com web account.

## Target Audience

This product applies to anyone that has digital files waiting to be stored and preserved. Photo Saver Digital is also for anyone that has a slow bandwidth connection at home or at the office, and wishes to save time. Anyone that cannot or does not want to use the Digital Developer can benefit from this product.

## Key Features and Benefits

Photo Saver Digital makes preserving your digital photos easy and fast. With our world-class Digital Imaging Lab, your photos will be uploaded and stored in minutes so you can quickly view and manage them at anytime, from any location.

## Frequently Asked Questions

### *Will you send my media back?*

Yes, your media files will be sent back, but you are required to pay the actual shipping costs.

### *Will you rotate and color correct my photos?*

No, your photos will be uploaded the same way we receive them.