

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



## Positioning Statement

Photo Saver<sup>SM</sup> Unlimited transforms all your printed photographs, slides and negatives into digitized photographs. Whether you have a shoebox or a boatload of photos, you can send them all, and we'll scan them for you. We count and digitize all your photos in a matter of minutes and save you countless hours of trying to scan them yourself. With pricing as low as \$.45 per photo, Photo Saver Unlimited is undoubtedly the simplest and most economical approach to saving and digitizing your photos. In addition, Photo Saver Unlimited places all your photos in your personal online Photomax™ account and returns your original photos back to you.

## Product Concept

Photo Saver Unlimited is definitely the best option for saving yourself some time. With an unlimited number of photos you can send to us, you never have to restrict the volume of photos you send. You are also spared from having to remember to send your photos each month. Instead, just send them all at once!

## Target Audience

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 Unlimited scans and digitizes an unlimited number of photographs, slides or negatives. Each photo is handled with extreme care and placed in your personal online Photomax™ account for your convenience, and your photos are returned to you.

## Product Testimonials

"Robert and I got a digital camera for Christmas four months before sydney, 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 Sydney 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."

## Frequently Asked Questions

### *How should I send my photos?*

For mailing information, please visit [photomax.com](http://photomax.com) and print out an order form and mailing instructions.

### *How many photos can I send?*

You may send every photo you have, we prefer 1,000 or more.