

Photo Book



Product Positioning Statement

The Photo Book is a hardbound, customized compilation of your very own photos. The book is designed to highlight your favorite moments and pictures. Photo Books are the easiest method for creating your own photo albums. As the author, you can build your book online by selecting the photos, cover, color, layout, text and style of your choice. From bridal photos to soccer team shots, Photo Books are designed to fit all occasions. These family treasures capture every moment, leaving a lasting impression that everyone can appreciate.

Product Concept

Whether you have photo albums or picture frames, sharing your photos with family and friends can be a challenge. Photo Books make photo sharing easy. With these elegant, customized albums, you can show your precious photos to family, friends and associates with pride. Whether for the coffee table or kitchen counter, your beautifully bound albums will be the center of attention for years to come. These unique, one-of-a-kind books are incredibly affordable and guaranteed to become heirlooms you will always treasure.

Target Audience

Most people with digital cameras have nowhere to put their photos except their computer's hard drive. Photo Books make photo sharing easier for everyone because you no longer have to stand around the computer monitor to get a good look at your photos. This product is ideal for persons of any age, gender and especially those who want to share their pictures in a unique and attractive manner. The perfect solution to your shoebox of pictures, Photo Books convey a story, a history, and a memory. These delightful books not only make great gifts, but also inspire others to take further interest in photomax.com.

Key Features and Benefits

With Photo Books, you have a great new way to display your valuable memories and photos. Each book contains 24 to 60 pages of picture space for your photos. When you build your book, you can choose from more than 27 professional styles. Each comes with unique and elegant background images, creative picture borders and font styles, perfect for your photos. You can create your book simply by selecting an album on photomax.com, or by building each page one at a time. Each page can hold 1 - 6 images with accompanying text if desired, or you can choose to simply have text on a page. You can build your book with either a single or double-sided page layout. Your book comes with a specialized cut out window, revealing your personal image on the front cover. Photo Books can be created for specific eras, periods of time or simply to capture those special moments with your loved ones. Cover options include:

- Full-grain leather (*Black, Burgundy, Forest*)
- Suede leatherette
(*Black, Grey/Black, Light Brown, Dark Brown on Light Brown*)

Product Testimonials

"I created a Photo Book of a compilation of pictures of our family over the past year. My 2-year old daughter loves it. She will read it over and over again. What a great way to share our family memories, and a great way for my daughter to learn the value of family time."

"We returned from a vacation where we took a cruise. We took so many pictures and had a wonderful time. We really wanted to do something to preserve the feeling we had while we were on vacation for our kids to remember for years to come so we created a Photo Book. We created the Photo Book in chronological order from our vacation and we love it. It is like reliving that vacation each time we open the book. What a great way to cherish moments in life, and the best part was, it only took me 15 minutes!"

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If I would have tried to scrapbook that vacation, it would still be sitting on my desk making me feel guilty...instead, we have enjoyed it many times over and will forever!"

Frequently Asked Questions

What is the price of a Photo Book?

Leather is \$49.95 (50 PV); Suede leatherette is \$39.95 (40 PV).

What are my cover options?

Photo Books come in hard bindings with leather or leatherette covers.

How many photos can be placed on each page?

Each Photo Book page can hold 1 to 6 photographs per page.

Can I have only text on the page?

Yes, one of the page layout options is a text only option.

How many pages come in my Photo Book?

Each Photo Book comes standard with 24 pages.

Can I have more than 24 pages in my book?

Yes, additional pages can be purchased for only \$1.99 for every two pages. The maximum number of pages is 60.

Can I have fewer than 24 pages in my book?

Our Photo Books are hardbound through a process that requires 24-page minimum. For less pages, we recommend using the single sided page layout and only placing one image per page. In this case, you may create a book using only 12 images (or fewer if using text pages). However, not every page requires text or images. Simply place the number of images you desire, leaving blank pages at the back.