

Slideshow DVD (standard) PLUS



Positioning Statement

Slideshow DVD PLUS is a combination of Slideshow DVD and Photo Saver™ 100. With this product, you can simply send in up to 100 photos that are fading, deteriorating or that you'd like to see featured. Once they reach our Photomax™ Digital Imaging Lab, your precious photos will be scanned and preserved for generations to come. You will also receive a Slideshow DVD that includes full-screen images of your pictures set to the musical background of your choice.

Product Concept

More than 1 trillion photos are sitting untouched in boxes under beds and in forsaken closets and drawers. With each day that passes, these photos are fading, losing color and are subject to floods, fires and all kinds of disasters. With digital technology however, these photos can be saved and preserved. Slideshow DVD PLUS allows you to digitize those precious photographs and preserve them from possible damage. Once your photos are digitized, they can easily be shared and enjoyed by everyone. You can bring your even oldest memories back to life with Slideshow DVD PLUS.

Target Audience

This product appeals to individuals in the aging market (55+) who are seeking to preserve their family legacies. They receive the benefits of digitization plus a sample of a new way to view their photographs with Slideshow DVD. They enjoy this product because the images fill the screen and are presented without other distractions. The Slideshow DVD PLUS is simplistic, yet elegant, appealing primarily to women. However, this product is intended for anyone with photos.

Key Features and Benefits

This product allows you to digitize your old photos and place them on permanent Slideshow DVDs that everyone can view and enjoy. With Slideshow DVD PLUS, you can better organize and preserve your photographs in a user-friendly format that eliminates clutter and creates easy access to your photos. You can create your own unique slide show by selecting the photos and music of your choice.

Frequently Asked Questions

How many photos can I put on my Slideshow DVD PLUS?

You may place up to 100 photos on your DVD.

How many photos can I have scanned?

You may scan up to 100 photos or 75 slides or negatives.