



DigiLabs My Photo Books

Allow your customers to create affordable, unique, customized photo books quickly and easily using DigiLabs My Photo Books, software that is branded for your business.



Photo Books. The photo book market has been growing in recent years. More and more customers are turning to photo books to fit their photography needs due to the fact that photo books are quick and easy to create and are very affordable for the end user. Another Canon partner, Unibind, offers an excellent binding option for easily binding printed photo books into a professional quality cover.



Quick and Easy. Upon completion of a photo book, the customer chooses the option to “send” their book to be printed. The Software creates a vector PDF file of the book that is uploaded directly to the licensee and is completely print ready. This is beneficial to you as the print service provider because you would not have to spend time altering the PDF once you receive it from your customer. Since the book is being sent as a PDF, this enables your customers to utilize any font in any language that they have on their operating system.



Customizable. The software is customizable for each licensee and the end user has plenty of options to customize their photo book as well. As the licensee, you have various options pertaining to what features you want included in your version of the software. The end user can customize everything from page backgrounds to layout to number of pages and number of images on a page. There are even options to turn a color image to black and white or fade an image into the background.



Value Added. Photo book printing can provide your company with new revenue while also providing a great service to your customers. My Photo Books can be easily branded to your business. The home-to-store option allows users to download the software onto their desktop and work on their photo books at their convenience. A server connection is only needed when the book is complete and ready to be sent to print. Up until that point, the user can work on their book offline, eliminating the need to be in a specific location.



Customized Communications

To help you be successful in growing your digital print business, imagePRESS Workflow Solutions focuses on six critical areas, one of which is *Customized Communications*.

Canon's production digital engines allow you to develop and offer new opportunities to your customers. Our customized communication solutions are designed to capture more business from your existing customers and generate new net revenue, develop a web presence to streamline interactions with your customers, and increase the effectiveness of your marketing campaigns.

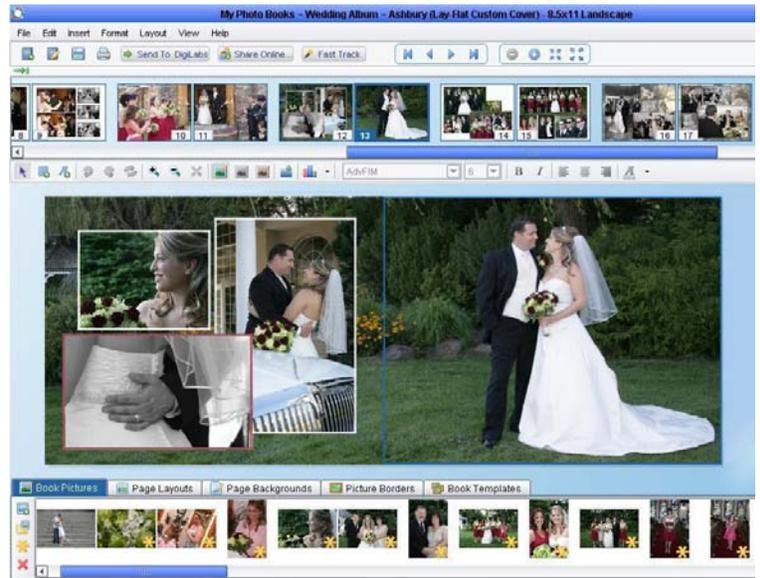


Automation Option. There is a "fast track" option that allows users to create a photo book very quickly. This option automatically places the user's library of images into their book. Once the images are placed the user can go back and edit any of the pages.

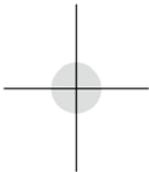
Templates. For those that do not want to create everything from the layout up, they can choose from the variety of templates and backgrounds that My Photo Books has to offer.

Authoring Software. Templates in My Photo Books can be utilized, but that is not the only way to create a book. The user can resize, tilt, and move text, graphics and images anywhere on the page; My Photo Books is true authoring software.

Online Sharing. Users can share their finished books online. Online sharing is a powerful viral marketing tool, and in addition, it enables users to easily order additional copies of their photo books.



Create a custom layout or choose a template for your photo book.



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