

Press Release For immediate publication

## **FotoInsight starts the Calendar Season 2010 with 1/3 off on photo calendars**

**Ever more and better images rest on ever smaller storage media. FotoInsight uses increased image resolution for innovative photo products and offers during October 2009 only 1/3 discount on photo calendars orders.**

Cambridge. 8 Oct. 2009. - A professionally printed calendar using own photographs must rank among the most convenient photo gifts for friends and family. But photo labs can only print calendars, once the images have been uploaded. In the days before Christmas calendar production is running at full capacity. To entice early birds, FotoInsight offers 1/3 off on photo calendars during October with the discount voucher "EARLYBIRD". Those ordering their personalised Christmas gifts in October can therefore make real savings.

Photographic calendars can be ordered by uploading 13 digital images online. Alternatively FotoInsight also offers free Designer software, with additional calendar models, many calendar templates and many more editing tools than an internet browser could handle. Editing the calendar through a special software tool allows for example to freely position any number of images on a single page. This is useful when an event should be enhanced by scanned holiday memories, like entrance tickets, postcards or maps – these can now be integrated into a professionally printed photo calendar. The increase in design flexibility follows requests from customers, ordering photographic calendars year after year for friends and family.

The resolution of digital images is constantly increasing and professional laboratories now achieve super sharp prints at 300 dpi. *"With the improvements in digital cameras it started making sense to offer larger photo calendars",* says FotoInsight's Managing Director Klaas Brumann and adds: *"We do not limit the print area for images on the calendar page. Photos can cover the whole page and the calendar template can be layered over images."*



The number of photos taken has been increasing sharply, with the share of those being printed dropping constantly. With the technological advancements in screens and photo-sharing the user prints special images for special occasions; quality expectations towards print products and photo gifts are on the rise. Photographic calendars from digital images are 'all the fashion'. [Photo calendars](#) ordered through <http://FotoInsight.co.uk>, get printed on the latest generation of Indigo printing equipment at 300 dpi print resolution. In this process so called ElectroInk, with particles 1µm to 2µm small, is applied. The reduced particle size of the toner creates a higher perceived resolution of the printed image, cleaner edges and finer, finer, more adherent layers than traditional printing methods.

### **Sticking in is so yesteryear – today it's professionally printed calendars**

FotoInsight is updating its photographic calendar range just in time for the year-end gift shopping season, with photo gifts made from the users own digital images, which the online service delivers professionally printed on 250 g/m<sup>2</sup> paper. Instead of sticking images in, digital image files allow for an individual design and professional print, on a variety of personalised gifts like photo mugs, shirts or [photo books](#). FotoInsight's Managing Director comments "*FotoInsight specialises in photographic gift items. The new generation of photo calendars will resolve many people's problems in finding unique gift ideas.*"

#### **For journalists:**

We are happy to answer questions under telephone +44 (0)8700 114911 or email [pr \(at\) fotoinsight.co.uk](mailto:pr@fotoinsight.co.uk) . Please contact us if you would like to test the FotoInsight Photo Service as a journalist. FotoInsight also offer vouchers and software for reader offers. FotoInsight Photo Book Service: <http://fotoinsight.com/book>

Press Release blog: <http://fotoinsight.blogspot.com/>

**Information about FotoInsight**

FotoInsight Ltd was founded in Cambridge in 2003 and runs an easy to use digital photo processing service for Windows, Mac OS and Linux users, offering an extensive array of award-winning photographic print and photo gifts as well as the photo books, photo poster, photo calendars and photos on canvas printing. Prints ordered through <http://fotoinsight.co.uk> are developed at five state of the art photo labs in three countries. The online photo service has grown year on year faster than the photo processing industry and has expanded its services in five European languages in 32 countries.

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**Keywords: photo calendars and books from own digital images, photographic gift items, new products, photo printing, personalised gifts, innovation, FotoInsight.**