

Design your Digital Album in 3 1/2 Hours



Factory end as well, to interpret your designs. We invested £3/4 Million in High End Digital Printers. We also designed software that will take care of your colour corrections.

SOFTWARE THAT IS SO SIMPLE TO USE.

We have designed a unique SOFTWARE that is so simple to use, you can design a 40 side album, which could take up to one week in Photoshop; in 3 1/2 hours. (We also have a helpdesk [0796 675 6360] to assist you while you are getting started).

You can simply choose which shape album you want, how many pages you want. You then drag and drop Layout Templates onto the page, drag and drop Your Images into the Templates and drag and drop Backgrounds behind your images. You can choose from the 100's of built-in Backgrounds or use your own Images as Backgrounds.

COLOUR CORRECT ... HELP!

So what you do is come back from your wedding. Download from your cards to your computer (making a complete back-up DVD or course!) Colour correct ... help! So we thought about this as well. We have a complete Colour Laboratory at the Factory and we will do the Colour Correction for you. We have Profiles as well, but we have a different Profile for each different lamination, so we do not worry you with these either We do the Profiles for you as well!

SO SIMPLE SALLY JONES (AGE 9) CAN DO IT!

The software is so simple to use, Sally Jones (age 9) daughter of Phil Jones [CEO] SWPP, helped me demonstrate the software at the SWPP 2006 Convention in Coventry and amazed all the Photographers. My normal method of showing the software is to give you the mouse and get you to show yourself.

You can do lots of things with the ProAlbum software that you perhaps would want to do in Photoshop, like resize and crop images. Change the Brightness or Contrast or maybe change a colour image to Black & White or Sepia. You can change one of your images to a lower opacity to use as a background. While we are talking about backgrounds, there is a built-in Double Page Spread Editor, which will precisely cut your image into two halves so it can spread across two pages. You can then put Layout Templates on both sides and put your images on top of the Double Page Spread.

Digital Imaging has arrived; you now have a lot more choice of how to present your albums to your clients. You can stick to the traditional albums with overlays, or you can design Storybook or Magazine style albums with more images that tell more story of the Bride's Big Day.

Not all Professional Photographers are up to speed with this new technology, but still want to produce Storybook or Magazine Style albums. If you are at this crossroads you will be faced with dilemmas design "in house" or get someone else to design for you. But if someone else does it, you loose control, or your albums start to look like everyone else's albums.

Which is or course a trap waiting to happen, as the Future Brides start seeing the same albums as they compare photographers and then think they should be comparing prices, and you have just given them something to compare to? How much is a tin of beans in Tesco? And how much is a tin of beans at ASDA? They've got you. So be different, because different sells.

But this brings us back to the other dilemma, design "In House". The industry standard is Photoshop; but designing a 40 or 100 side album in Photoshop needs time and Photoshop skills and not all Studios have an excess of either of these commodities.

The ProAlbum System Can Help You.

So this is what we decided we could do to help you. We have on our staff at ProAlbum; computer programmers, we instructed them to design a very simple but at the same time a very powerful Album Design Software that runs on Windows XP but will also run on the new Mac's with the Intel Chip. But we also wanted a computer program for the



- o Free-Style Layout Templates
- o Pre-Designed Templates
- o Over 300 Built-In Backgrounds
- o Use Your Own Images As Backgrounds
- o Brightness & Contrast Control
- o Cut And Paste Pages
- o Add & Delete Templates
- o Save Templates To Use Later
- o Align Templates And Change Their Order
- o Crop Images & Rotate Images
- o Add Soft Edge & Graduate Masks
- o Make Colour Images Black & White Or Sepia
- o Make An Image Low Opacity [Watermark]
- o Selective Colour Change
- o Add Frame Edges
- o Add Text
- o Multi-Layer Editor
- o Split One Image Between Several Templates
- o Add Shadows

then export your design to CD / DVD and send it to us. You have all the fun taking the wedding and designing the album, now you let us take care of the printing and finishing.

We have a range of BEAUTIFUL ALBUMS, for you choose from. They can be Vertical or Horizontal or now the NEW Square, Leather on not, they can be plain covers, have a Bookjacket wrap-round or have a canvas on the front. All the pages (except the Mini Magazine) have either Gloss or Matt Laminated pages, The pages have our unique Lay Flat Hinge Technology; which means when you open the book in the middle all the pages lay flat!

During the design stage if for example you were designing a horizontal album, you do not have to say if you want the Large 15x12in the Midi 10x8in or the Mini 7x5in size, these sizes are all in the same ratio so we will scale your design to fit the size of your choice. We print 2 Midi's or 4 Mini's on the same size paper as we do for 1 Large album; we don't like waste so at the ordering stage we will make you a very special offer so we don't have to throw paper away!

THE LAMINATED PAGES ARE FULLY PROTECTED FROM STICKY FINGERS.

Our pages are printed on High End Digital Litho, which means you do not have some of the problems associated with Inkjet or Photographic Papers. Because it is proper book printing it has a long life expectancy; because we laminate the pages they fully protected from sticky fingers, spilt drinks like Coke or Beer, or even Mushy Peas! You just wipe them clean with a damp cloth. We print on both sides of the piece of paper which produces beautiful thin and with the lamination, strong pages. We also do not have the page thickness associated with Inkjet or Photographic papers which are not printed on both sides and therefore need to have a carrier in the middle, which increases the thickness of the pages. We can print up to 140 sides but still less than 8cm / 3 inches cover to cover. We also do not have the problems associated with double page spreads, with our ProAlbum Lay Flat Page Technology your image runs beautifully across both pages. If you bend Inkjet Paper you break the chalk carrier, if you bend Photographic Paper you break the emulsion layers and get a Cyan or Magenta line down the middle of the double page spread, which looks unsightly.

Once you have designed your album, you can export it as a Slide Show or a Contact Sheet so your clients can approve it. I suggest you always get them to sign an approval form that way there are no issues later. You

So now we want you to try this all for yourselves. Included with this issue of the Imagemaker is a full working copy of the latest version [4.5.0] ProAlbum Design Software. We want you to install it and try it. We then will offer you 50% discount for you to produce a Studio Sample ... So do it now! For assistance with ordering the albums contact the Sales Office on 01526 352013.



Contact the Sales Office on 01526 352013

ProAlbum UK