

FotoInsight starts the Calendar 2008 Season with new, larger Photo Calendars

Submitted by: IITM LLP

Monday, 19 November 2007

A professionally printed calendar with own digital images must rank among the most convenient personalised gift ideas among for friends and family. A UK photo service is expanding this idea with a greater choice of calendars.

Cambridge. 19 Nov 2007. - FotoInsight is growing and the size of its photo print products seems to grow with the company. Posters, canvas printing and the photo book XL format are now followed by a new, larger photo calendar format. The largest photographic calendar is exclusive to the FotoInsight Pro software; the use of an offline ordering software client became necessary to ensure a safe upload of larger images to the lab. With the FotoInsight Pro photo calendar (<http://fotoinsight.co.uk/calendar/>) and photobook software (<http://www.i10.org.uk/node/3231>) comes a range of editing tools, which internet browser could not 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 personalised photo calendars (<http://fotoinsight.com/calendar>) year after year for friends and family.

The resolution of digital images is constantly increasing and professional laboratories now achieve super sharp prints in large formats. "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 monthly 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 (<http://fotoinsight.co.uk/gifts>) are on the rise. Custom calendar printing (<http://www.cambridgenetwork.co.uk/news/article/default.aspx?objid=16093>) from digital images is 'the fashion'. A photographic calendar (<http://fotoinsight.co.uk/calendar>) ordered through the online service FotoInsight, gets printed on the latest generation of Indigo printing equipment. 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/m² 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 (<http://fotoinsight.co.uk/mug>), shirts or photobooks (<http://fotoinsight.com/book>). FotoInsight's Managing Director comments "FotoInsight specialises in photographic gift items. The new generation

of photo calendars (<http://fotoinsight.co.uk/calendar>) will resolve many people's problems in finding unique gift ideas".

Range for photo calendar printing (<http://fotoinsight.com/calendar>) at <http://fotoinsight.co.uk/calendar>

Year planner NEW £4.99

Table calendar NEW £8.99

A3 wall calendar NEW £16.99

A4 wall calendar £ 9.99

Kitchen calendar NEW £6.99

Wall appointment calendar £14.99

Desktop appointment calendar £ 9.99

Picture Pairs game £ 9.99

Postage & packing per order£ 2.99

Websites and images :

FotoInsight Website: <http://fotoinsight.co.uk/calendar/>

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

About FotoInsight Limited

FotoInsight Ltd was founded in 2003 in Cambridge and runs an easy to use digital photo processing service, offering an extensive array of award-winning photographic print and photo gift (<http://fotoinsight.co.uk/gifts>) items as well as the photo book (<http://fotoinsight.co.uk/book>), poster (<http://poster.fotoinsight.it/>), photo mug (<http://fotoinsight.co.uk/mug/>) and photos on canvas printing (<http://fotoinsight.co.uk/canvas/>) range. Customers benefit from patented development processes and the experience of Europe's largest independent photo lab with an installed capacity of 18 million prints per day. Photos ordered through <http://fotoinsight.com> are developed in one of 19 strategically located, state of the art photo labs, employing 3000 staff, with an output of over 3 billion prints per year.

FotoInsight International:

Foto Kalender (fotokalender.fotoinsight.de/)

Deutschland: <http://fotokalender.fotoinsight.de/>

Fotokalender (<http://fotokalender.fotoinsight.at/>)

Österreich: <http://fotokalender.fotoinsight.at/>

Photo calendar Ireland (<http://fotoinsight.com/calendar>) & Europe: <http://fotoinsight.com/calendar>

Photographic calendar UK: <http://fotoinsight.co.uk/calendar>

Calendrier photo (<http://calendrier.fotoinsight.fr/>)

France: <http://calendrier.fotoinsight.fr>

Calendario de fotos (<http://calendario.fotoinsight.es>)

España: <http://calendario.fotoinsight.es>

Calendari foto (<http://calendario.fotoinsight.it>)

Italia <http://calendario.fotoinsight.it> (<http://calendario.fotoinsight.it/>)

FotoInsight International:

Foto Kalender (<http://fotokalender.fotoinsight.de/>) Deutschland

Fotokalender (<http://fotokalender.fotoinsight.at/>) Österreich

Photo calendar Ireland (<http://fotoinsight.com/calendar>) & Europe Photographic calendar UK

Calendrier photo (<http://calendrier.fotoinsight.fr/>) France

Calendario de fotos (<http://calendario.fotoinsight.es>) España

Calendari foto (<http://calendario.fotoinsight.it>) Italia

Contact information:

FotoInsight Ltd.

Catalina Martínez, Head of Communication

9 Moore Close, Cambridge, CB4 1ZP, UK

Skype: fotoinside

Tel: +44 8700 114911

Fax: +44 8715 601675

Email: pr@fotoinsight.co.uk

Keywords: photocalendars and books from own digital images, print monthly calendar

(<http://www.memopix.co.uk>), photographic gift items, calendar photo (<http://fotoinsight.co.uk/calendar>),

new products, photo printing, personalised gifts, innovation, FotoInsight.