

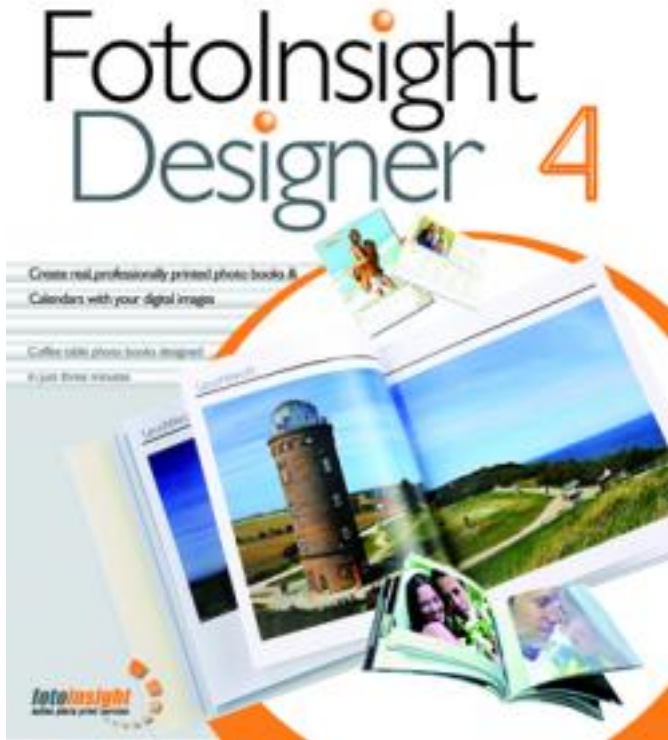
Even Larger Books with own Photographs

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Press release from: [FotoInsight Ltd.](#)

Agency: **International IT Marketing Ltd.**



The leading players in the imaging industry's fastest growing segment - Photo Books - are getting ready to showcase their latest developments. FotoInsight announces a upgrade to its "Designer" software and new, even larger Photo Books.

Cambridge, 17 November 2008. -- To provide space in which the favourite photographs can shine, photo book services like FotoInsight Ltd are constantly improving their software and their range. So far, most books printed with own photographs are limited to less than 100 pages. With the upcoming version 4 of FotoInsight Designer its photo books can feature up to 130 pages for the first time. After introducing the Photo Book XL (12"x12" / 30x30cm) last year the software upgrade will add a new "Photo Book XXL" format (H12"x16" / H30xW42 cm) in stylish faux leather and with a traditional screw bound. In the new XXL format landscapes can be spread over 80 cm wide double pages. For this, FotoInsight is increasing the print resolution to 360 dpi.

The software upgrade announced for the UK Retail Imaging Show has finally been launched. The clever 'Assistant' in the FotoInsight Designer photo book software will then be able to design a 130 page extra large photo book in under three minutes, For this the application automatically lays out the pages with the chosen images and can put these in order of date, file name or event.

When designing a photobook page by page hundreds of templates in the free software help to position images. A "Help Grid" can be turned on in the application's editor window to provide optical guiding in positioning photographs and text. The size of the grid can be changed and the application can make pictures stick to the grid lines. An even finer positioning can be achieved by zooming into the editor.

Any picture can go without, with a standard or an individual frame to set the photo apart from the background or layered images. Text can be written on any part of any page or it can be copied & pasted from a word processor or other application. This ensures that names and dates can be recorded and the text of for example a wedding speech can live on for future generations.

Repeat Orders

Once the photo book of a holiday or party arrives everyone is cheering and many want their own copy. With the new release arrives what many regular FotoInsight customers have been asking for: the re-ordering option. During six weeks after an order a photo book can be re-ordered without having to upload the layout again. Photobooks ordered by the 16th of December should be delivered in time for Christmas.

The Managing Director of FotoInsight Klaas Brumann comments: "The larger formats XL and the new XXL provide the space to preserve the favourite pictures from holidays and events in shiny quality. Books can be accessed at any time. Unlike videos and images on digital media there will never be compatibility problems with future digital standards. With your FotoInsight Photobook simply turn the pages and enjoy, now and in a hundred years."

For journalists:

For questions or if you would like to test the FotoInsight Photo Book Service as a journalist please contact us at tel. +44 (0)8700 114911 or email [pr \(at\) fotoinsight.co.uk](mailto:pr@fotoinsight.co.uk) . FotoInsight also offer vouchers and software for reader offers.

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 gifts as well as the photo books, photo poster, photo calendars and photo canvas print. 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 fotoinsight.co.uk 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.

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[You can find this press release here](#)