

# Special Tips Issue: Printing, Scanning & Archiving

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# eDIGITALPHOTO.com™

Changing The Face Of Photography

## Digital Tool Tests

### Hardware:

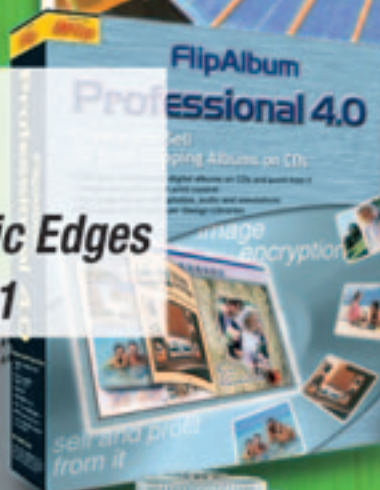
- ✓ Sony Cyber-shot DSC-P5
- ✓ Nikon CoolPix 5000
- ✓ CanoScan FS2720U

### Software:

- ✓ FlipAlbum Pro
- ✓ Dream Suite Series I
- ✓ Auto F/X Photo/Graphic Edges
- ✓ Picture Window Pro 3.1



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## How To Make Big Prints From Small Files

www.edigitalphoto.com

# FlipAlbum CD Maker Professional Edition

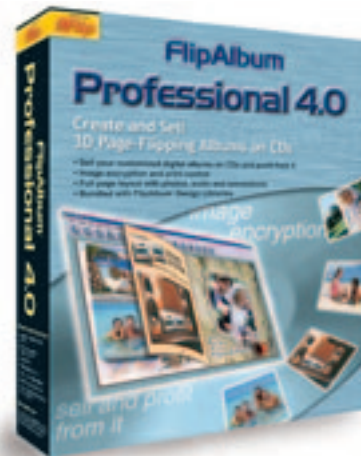
## Your Shot At Success Just Got Easier

Being published can bring you fame, fortune and recognition. But it doesn't work for everyone and even a good blend of talent, exposure, and a solid product can be of no avail if the market moves in some unexpected direction.

But before you set aside your dream of being published, read this entire article and remember Babe Ruth's secret for making so many home runs: "Hitting them where they ain't."

For many, the Babe's comments mean "start thinking small!" Find a local need and create a product using your own tools that caters to that customer. These are markets too small for publishing giants, but offer enough sales for a local person equipped with their own tools.

Selling your work in CD-ROM form just got a lot easier, thanks to E-Book Systems FlipAlbum CD Maker Professional



**John Stewart**

Edition. E-book Systems clearly has this kind of entrepreneurial publisher in mind with software that is easy to understand and a final product (a CD-ROM) that anyone with a minimum of PC knowledge can use. It is a complete "E-book" authoring system that allows any photographer to self-publish a mix of images, text and even audio using their proven and widely accepted format.

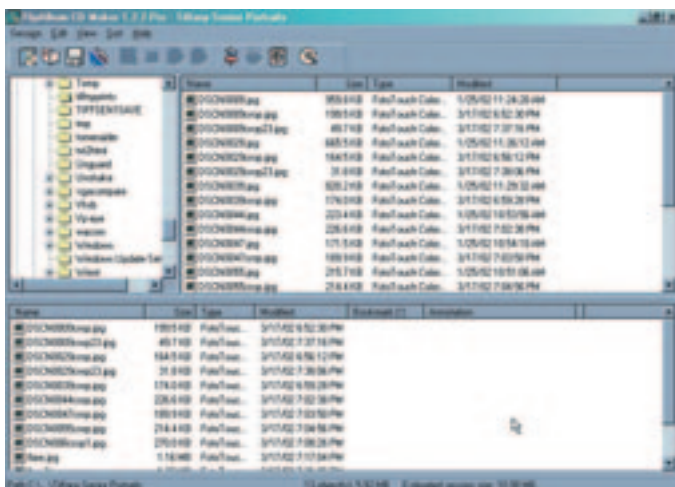
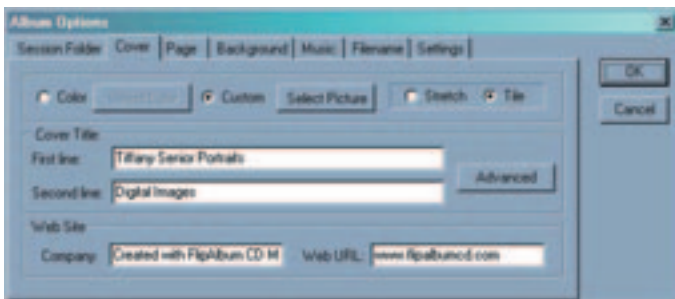
### Virtual Book & Album

The FlipAlbum appeal is broad because the customer experiences a simulated photo album or coffee-table book on their computer screen. Happily this deceptively simple approach is not like a web site or some over-done multimedia presentation. And again, you do not have to worry about them first installing any software or adding "plug-ins" to an operating system. Anyone who went through the nightmare of all those mid-1990's buggy and incompatible "multimedia" CD-ROMs will appreciate the importance of selling something that actually works!

The "Pro" version (SRP \$149.95) grants a license to sell up to 1000 copies of your finished product per year. The permission to resell the copyrighted FlipAlbum display programming is very important to you, the publisher. If you look at other products that produce self-standing or "runtime" output, most allow home use and are definitely not for resale. Licenses may be obtained, but they are often costly and require considerable paperwork. With FlipAlbum CD Maker Professional Edition you are literally able to go into business right out of the box.

And there are more features catering to the self-publisher. There is an encryption option to prevent copying of photos from the CD. You can also control whether the customer can print the

*(Top left) FlipAlbum options menu is easy to understand and allows a variety of album styles. (Bottom left) FlipAlbum file selector has the familiar look of Windows.*



## FlipAlbum Ideas

The real power of FlipAlbum CD Maker Professional Edition is that it frees you from a complex learning curve and instead lets you explore the sales possibilities. Here are just a few examples that came to me while working with the product:

- Add a FlipAlbum option to wedding and school portrait packages.
- Create a local interest tourist CD for sale in area gift shops.
- Suggest an employee roster CD for area businesses or schools.
- Offer a FlipAlbum church directory.
- Document historic events and sell CDs in the local interest book store.
- Shoot family reunions or special anniversaries and offer CDs.
- Offer a combination of photo restoration and CD archiving.
- Holiday baby pics on CD while you wait.

images. There is even a hypertext link option that lets you put your Internet link right on the album page. This is a great tool for generating more business.


## Templates Galore

E-book Systems also understands that not all photographers are schooled in the art of layout or graphic design. Using pre-set templates, you can simply drag and drop images and add text to complete a basic album in about five minutes. For example, I created a nice FlipAlbum of high school senior portrait shots while finishing a cup of coffee.

A more advanced option lets you select fonts, colors, and layout styles. There is also an option for a three-second “splash screen” that opens and closes each viewing session. This screen could be your company logo, a dedication, or any other item that is appropriate. In all cases, assembling an album is fast and easy. Once the album is created, it is burned to a CD-R disk.

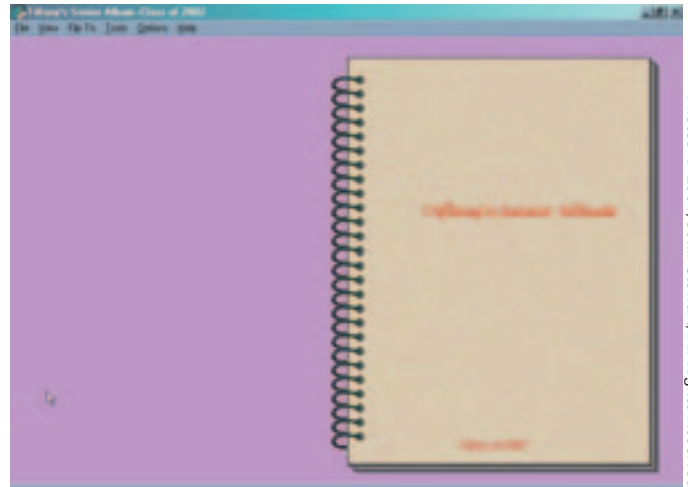
Along with the copying and printing options, you can also add index pages, thumbnails and your choice of controls. Since the final screen product mimics a real album (complete with flipping pages and sound) you may wish to omit thumbnail prints so the user is not reminded that they are using a computer. For catalogs and more technical use, these extra features may be desirable, especially when approaching the 200 image album limit.

Speaking of photos, I should mention that this program is not an image editor. It is designed to accept images already corrected, cropped and in the proper position. It does do a good job of re-sizing images to fit the page, regardless of the original size.

I challenge you to think of another situation where for less than \$150 you can set up in a business with such potential as this one. Add your creativity and the needs of your area, and let FlipAlbum CD Professional Edition do the rest! For more information, visit [www.flipalbum.com](http://www.flipalbum.com) and download a trial version. 

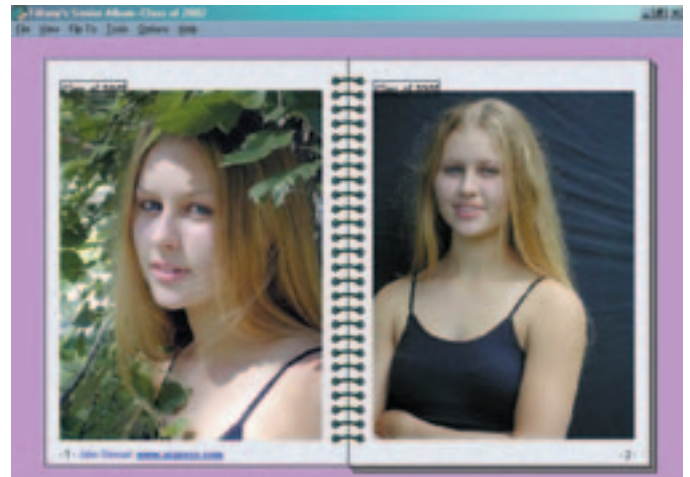
**eCONTACT**

E-Book Systems, Inc.  
(408) 919-6675  
[www.flipalbum.com](http://www.flipalbum.com)

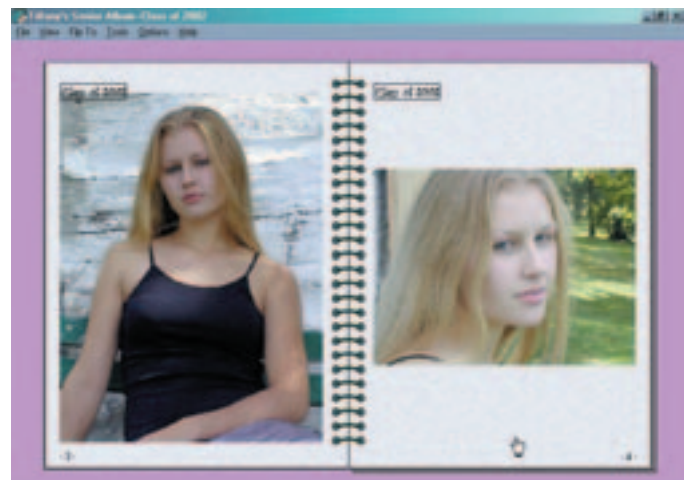


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*A FlipAlbum front cover can be plain or fancy and can include a spiral binding if desired.*



*Inside a simple layout of senior portraits.*



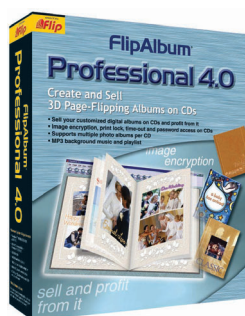
*Images can be of any size, leaving room for text if desired.*

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# FlipAlbum® Professional 4.2...Your Small Business Start Up Kit!



Use FlipAlbum® Professional 4.2 and create easy-to-use CDs to market or sell your products & services. Your FlipAlbum® CDs will feature our unique and user friendly 3D flipping pages which will auto-play on the customer's PC.

There is no licensing fee for the distribution or sale of your CDs.

With the "Pop and Play" feature, all your users need to do is to pop the CD into their PCs and it will auto-play. No software installation is necessary.

## Examples of services and products that you can offer:

### ➤ **Product Catalogs on CDs**

Color product catalogs are expensive and they require a minimum number of copies to be printed. Use FlipAlbum® Professional 4.2 to create a virtual catalog on CD. Each virtual FlipAlbum® catalog is self contained from cover to cover and you can choose to link to your selling website and take orders online. What's more, you can add multimedia presentations and trial software to the pages on your virtual product catalog.

### ➤ **Stock Photographers' Proof Book**

The most popular use of FlipAlbum® Professional 4.2 is to create proof books for distribution to clients and potential customers. The cost of a virtual proof book is a fraction of the cost of a physical one. There is no installation or complex instructions for your clients, simply pop the CD into the drive and play.

To protect your works, photos on the CD can be encrypted and users prevented from printing or saving. Your photos are safe in the virtual proof book that you distribute. You can even add CD password and have the CD expire after a pre-set time or date.

### ➤ **Personal Photo Collections on CDs**

If you are an amateur photographer and would like to document or sell your collection of photos, the Professional edition is for you! Using our built in themes you can immediately produce a professionally designed album that would impress your peers. Control access to your CDs by setting a password or CD expiration.

### ➤ **Graduation Year Book**

Students often find it expensive to pay for their graduation year books. Give them something cool and less expensive! Give them a FlipAlbum® Graduation Year Book. Photos, text and school projects can be made into a stylish graduation book. Each CD can be different and special.

## Extract from eDigital Photo article:

*"If you look at other products that produce self-standing or "runtime" output, most allow home use and are definitely not for resale. Licenses may be obtained, but they are often costly and require considerable paperwork. With FlipAlbum...you are literally able to go into business right out of the box."* **eDigital Photo Magazine, Jul / Aug 2002.**



Order online at [www.flipalbum.com](http://www.flipalbum.com) or call toll free 1-866-532-8080.