

What is DAZZ?

For our business partners DAZZ.com is a photo gift marketing service which photo gift businesses and photographers can use to show customers the many possibilities they have with one photo. For our customers, the DAZZ.com service takes the work out of photo editing and allows the customer to preview various gifts with his photo before committing to buy. DAZZ.com expands the use of the customer photo by restyling the image into a collection of digital art called 'Photostyles' to suit different products and occasions. The restyled images are then embedded into product videos to help the customer visualise the final photo gift in context and from all angles. In addition to this, DAZZ is designed as a platform offering various cooperation models for photo gift companies and designers around the world. Once a customer has downloaded a 'Photostyle' we redirect him to one of our recommended photo gift companies in which ever country he would like the gift delivered.

Our Customers' Problem

Many amateur photographers have great digital photos of family, friends and pets, but the backgrounds often spoil the photo and prevent them from being made into photo gifts. Our customers not only want stylish, unique gifts that show that they care without breaking the bank, they want to see what they get before they commit to buying

Our Solution

We realize that not everybody is a master photographer or a photo editing wizard but at DAZZ we believe that everyone should still have stylish photos. Our goal is to showcase the ones you love in a style that will make your photo gifts stand out. This is why DAZZ turns ordinary photos into '**Photostyles**' to suit various products and occasions. DAZZ then embeds each image into a product video showing the gift in context from all angles, so that the customer can see what he will get. For example, you don't just get a view of a mug, you see a panoramic view of the mug with your photo in a breakfast setting alongside a boiled egg and daily newspaper. It becomes easier for the customer to imagine himself drinking from his personalized mug, not to mention maybe grandma, grandpa, aunt Sally

What is a 'Photostyle'?

In order to turn an ordinary photo into a 'Photostyle' our design team first has to remove the background of your photo. The Designers then restyle your photo several different ways with new looks and new backgrounds (pop art, comic strip, sepia wash etc.). This far the service is completely free. If you find a 'Photostyle' you love you can simply download it for €2.90 and save it to your computer.

Which Photos Can Become 'Photostyles'?

Dazzable photos have unwanted or unimportant backgrounds and contain people and animals whose body parts are fully visible both at the top and the sides. The resolution of your picture should be at least 800 x 600 pixels (this is the quality obtained by a 1 mega pixel camera).

What do I do with my 'Photostyle'?

'Photostyles' are perfect for photo gifts like mugs, 'T' shirts and tote bags etc., or for personalized greetings cards, canvases and photobook covers. Simply upload your 'Photostyle' to the photo gift service of your choice in the country you wish to have your gift sent and follow through with their procedure.