

DAZZ Photo Gift Videos - The Next Generation of Photo Gift Shopping

DAZZ.com, the German, web-based photo gift marketing service lets customers watch videos of their photos on photo gifts before buying. The service takes away the fear of buying photo gifts online by providing a virtual version of the store shopping experience.

Homburg, Germany – 19. October 2009 Gone are the days when you wonder what you'll get when you buy photo gifts online. DAZZ (www.DAZZ.com) is the first photo gift company, world wide, to show customers the photo gifts they will receive in a video preview.

In house market research revealed that potential photo gift customers refrained from buying because they were unable to envision the final product. DAZZ eliminates the lack of trust and fear of wasting money by enabling customers to watch videos of their actual photo gifts before buying. The service leaves no doubt in the customer's mind as to what they will receive. For example, customers can watch a jigsaw fall onto a desk and fly together piece by piece until their personal photo is revealed. Furthermore, the setting of the video provides a substitute for the elaborate in- store displays that appeal to customers.

An additional feature, the 'Photostyle' creation service, takes the work out of photo editing by offering background removal and effects such as pop art, comic or sepia wash. A complete collection of 'Photostyles' are created each time the customer uploads a photo and serve to give the photo gifts a more designer look.

Helen Wilson-Cremer, Director of International Business Development will be talking more about virtual photo gift videos at the Memories are More conference in Cologne, Germany on Wednesday, October 21st, 2009. Copy and paste the following link for further details: http://dl.cat-verlag.de/catw1/business_forum09.pdf. Photo gift companies wishing to benefit from this new technology can do so by contacting DAZZ through the company website. For photos copy and paste this link: <http://www.dazz.com/client/pressinternational.html>

Corporate Background

DAZZ was founded by Ulf Unbehaun to turn shopping for photo gifts online into a more store-like experience. Unbehaun is also the founder of Personello GmbH a photo gift company producing over 200 000 products per annum for the German market. The company has a development team with experience in Web 2.0 coupled with an in-house production department and over 1500 active partners.

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