

DAZZ.com Changes the Face of Christmas Photo Gifts

DAZZ.com, the German, web-based photo restyling service, eliminates the existing background of portrait photography and restyles the image into a collection of digital artwork, called 'Photostyles', to improve the look of photo gifts.

Homburg, Germany – 21. November 2008. With Christmas just around the corner, DAZZ (www.DAZZ.com), has launched its online photo restyling service to improve the look of photo gifts for internet users around the world. The service takes the work out of photo editing and is aimed to improve the look of photo gifts. Customers preview their 'Photostyles' on gifts in 3D video clips, before deciding to buy the digital image.

„Photo gifts are a hot selling product for Christmas but a lot of the photos we see of family and friends are spoiled by bad backgrounds“ said Ulf Unbehau, founder of DAZZ.com. „Our designers remove the background and restyle your photo, giving you a photo you're proud of. We show you exactly how your 'Photostyle' will look on various gifts. If you like what you see just download the 'Photostyle' for 2.90 Euros (~3,80 US\$), and then have it printed on a mug or the gift of your choice.“

Since Unbehau incorporated the service into his German photo gift company, Personello, in 2007, over 105 000 'Photostyles' have been downloaded and put onto mugs, mousepads, ect.. The 'Photostyles' are presented on photo gifts in 3D product videos and include styles such as pop art, sepia wash, comic strip and retro. Further styles set the photo into backgrounds ranging from trendy to fun and make unique Christmas cards.

For additional photos: <http://www.dazz.com/client/pressinternational.html>

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