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DAZZ.com Takes the Work out of Photo Editing

Online Photo Gift Company Simplifies the Photo Editing Experience

Homburg, Germany - July 27, 2009 – DAZZ.com, the next-generation of photo gift shopping, is giving customer photos a designer makeover at a high street price, giving the customer a better photo to put on a gift such as a mug or a mousepad. The redesigns, called '[Photostyles](#),' are presented in YouTube format on product videos leaving no doubt in the customer's mind as to how the finished photo gift will look. This virtual shopping experience makes buying photo gifts fun and easy.

DAZZ.com gives customer photos a new look by eliminating the original background, adding a new one and an effect like pop art, sepia or comic. The '[Photostyles](#)' are designed to suit products like mugs, T-shirts and mousepads and benefit occasions like Christmas and Valentines'and generally give the gift more of a designer look. To give the customer ideas of what he or she can do with their '[Photostyles](#),' DAZZ designers embed the images into [3-D product videos](#) to help the customer visualize the final photo gift in context and from all angles. For example, watch a personalized jigsaw drop onto a desk and fly together piece by piece until the image appears before you on a jigsaw. Users can access DAZZ.com today and experiment with '[Photostyles](#)' free of charge.

Photo gifts are popular because they give the gift a unique and personal touch, however, many digital camera users never have their digital photos of family, friends and pets put onto a photo gift because either the background spoils the photo or they don't want to buy something they can't see. DAZZ eliminates the hassle of photo editing and helps the customer imagine the unimaginable via personalized product videos as a free service. Customers only pay if they want to buy a '[Photostyle](#).'

After uploading a photo, customers receive email notification within 24 hours that their '[Photostyle](#)' collection is ready for viewing. Should the customer find a '[Photostyle](#)' he or she likes it can be downloaded for approximately \$4 and saved to the computer or a storage device.

"We realize that not everyone is a master photographer or photo editing wizard," said Ulf Unbehaun, founder of DAZZ.com. "But we feel everyone should be able to have great looking photo gifts made. The design team at DAZZ.com does the work for you, so that you get the same professional results without the hassle and expense."

Starting in October 2009 U.S. customers will have access to purchase photo gifts through DAZZ.com. The gift products available to U.S. customers include the photo mug, photo mousepad, photo T-shirt, photo coaster, photo magnet, 252 piece photo jigsaw with box, 4x6 glossy and matte photo postcard and 5x7 photo greeting card. Photo gift products will average at approximately \$10 to \$15.

About DAZZ.com

DAZZ.com is the next-generation of photo gift shopping that enables amateur photographers and digital camera owners to virtually preview various gifts, such as the photo mug, photo T-shirt and photo greeting card, in 3-D rendered videos using their own photos. DAZZ.com

improves the look of photo gifts by eliminating the existing background of portrait photography and restyling the image into a collection of digital artwork, called '[Photostyles](#).' The Company's innovative 'Photostyle' marketing technique allows the customer to preview their gifts in 3-D video clips before committing to buy.

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