

For immediate release:

1STEIN & BeBeyond launch 3P Print & Photo Publisher 3.0

01.10.2010 - 1STEIN and KODAK first presented the Desktop Publisher application on the Photokina in Cologne in 2006. The Desktop Publisher, currently in version 3.0, is a DTP application for home and professional users, who want to create versatile and fancy photo books and calendars from their photo collections and order them online. 1STEIN and KODAK launched their strategic partnership on photo book software in late 2005.

The Desktop Publisher 3.0 has a huge set of features and is fully brandable in user interface and functionality. It can be connected to a backend server, which handles and processes the print orders. The complete out-of-the-box photo book solution is called "3P Print & Photo Publisher" and is sold by 1STEIN & BeBeyond to digital print service providers, photo retailers and photo labs. A typical branding of the Desktop Publisher including the KODAK order backend can be tested at <http://www.fotobook.co.uk> (English) or <http://www.pixpedia.de> (German).

Features of the Desktop Publisher include: photo and text effects, projective and curved text, semitransparent backgrounds, gradients and textures, autofill pages, IPTC support, Richtext editor, photo frames and transformation, cliparts and backgrounds, arrows and maps, page numbering, automatic image enhancement functions, cropping and rotation, automatic red eye removal, customizable page layouts and templates, page validation and PDF export, step-by-step order wizard, online & offline order workflow and CD/DVD burning.

KODAK describes 3P as follows: "The 3P Print & Photo Publisher suite provides print businesses with an easy-to-use, customizable solution for producing and selling photo products such as photo books, cards, calendars, mugs - and more - over the internet. The end-to-end solution encompasses all the necessary process steps involved in producing photo products, and incorporates a simple re-order process. Different items, such as calendars, postcards and books, are easily managed as one order. Powerful image manipulation functionality within the client software allows consumers to edit, enhance or automatically improve pictures based on the content of the image. Consumers are also able to log in and re-order without having to upload the data again."

The Desktop Publisher has received many awards and is considered to be one of the most flexible, brandable and feature-rich DTP layouters on the market.

Pricing and Availability

The 3P Print & Photo Publisher suite including the Desktop Publisher is currently available in German, English, French, Spanish, Italian and further EAMER languages. The pricing model includes license and maintenance fees, but does not require users to pay any variable fees per book.

About 1STEIN Corp.

1STEIN (pronounced "Einstein") is dedicated to providing digital camera owners with affordable and professional image organizing and editing software. 1STEIN's slogan "Your vacation is too short for a bad picture" can be understood as a quest to deliver professional software with excellent service and support, leaving you more time during your vacation to find those beautiful motives and snapshots, and guiding you in the lifetime preservation of your priceless memories.

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