

-FOR IMMEDIATE RELEASE-

# MyAlbum Disrupts Photo Book Market

**PITCH - Transform online photo albums into photo books in minutes**  
**#Millennial #Storytelling #Photobook**

## A digital-First Approach

AMSTERDAM, NL 30 November 2016 - MyAlbum is disrupting the billion dollar photo book market with a line of printed photo books and magazines, powered by smart algorithms and a digital-first approach that creates layouts automatically. Users can create digital albums or physical books in minutes with the intuitive platform, bringing new life to their cherished memories.

Millennials have been left behind by album printers like Shutterfly, Wal-Mart and Cimpres, who survive primarily on an audience over 50. The industry has stagnated due to increased competition, shrinking profit margins, and lack of innovation; MyAlbum plans to change that with a service-centered platform that caters to millennials while providing a superior alternative to all customers.

## Transcending the digital-physical divide.

The need to preserve our memories in physical formats hasn't changed. What has changed is the needs of consumers who want services that provide seamless experiences that transcend the digital-physical divide.

MyAlbum has established a new standard for experiencing memories. Print a photo book in minutes, easily create an online album for free, automatically tag metadata, use the no-surprises web editor or [iPhone app](#), or collaborate with friends to capture the full story from every angle.

*“When my first daughter was born I wanted to preserve every special moment. This was the start of her personal journey in life, these moments will never come back. MyAlbum is what I want to give to my two daughters and the world. A way to cherish life by preserving and reliving its most beautiful moments with those you love.”*

— Jos de Schiffart, Co-Founder of MyAlbum

## FIRST RESULTS

MyAlbum gave 1000 people a preview of the new photo book and magazine experience. All the previews were completed within 24 hours and the feedback offered valuable insights into how millennials perceive printed photobooks.

Users were mainly impressed with the platform’s ease of use and the seamless integration of content like videos and panoramic photos both online and in print. We also learned that millennial habits are to start digital and move to print as an on-demand feature.

We shared market research findings in a [video](#) that also invited the established print industry to invest in scaling up.





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ABOUT MYALBUM - PHOTO BOOKS REINVENTED

### Our Story

Happiness comes from the things you do and experience. We want to help you keep a hold of this happiness so you can continue to enjoy it. This is why we created MyAlbum, a way to easily turn your stories into smart beautiful albums so you can continue to enjoy them

### The product

Turn your photos and videos into beautiful albums. Continue to enjoy them at any time on any device.

## The team

The MyAlbum team is a close knit team of 14 young professionals with a love for photography and design. We are passionate about empowering people with innovative technology which helps them create beautiful visual stories. Seeing all these beautiful creations really excites us and inspires us to keep on improving.

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MyAlbum - Photo Books Reinventednewsroom