

Get your customers printing more photos this summer.

Now there's an affordable and easy-to-use product that automatically finds and saves all your customers' images *wherever* they are hidden on their computers.

With Hewlett Packard's new **SimpleSave Photo**, camera and photo customers can conveniently un-trap and protect their digital images from accidental loss, theft or a PC crash simply by inserting a DVD into the drive-tray of their computer. And because no software installation is required there's no need to hassle the household IT guru to use **SimpleSave Photo**. The DVD starts and backs-up automatically so once all the images are found it's simply a matter of removing the disc.

Best of all **SimpleSave Photo** means your customers can now easily print many of those favourite, but previously hidden, photos. And of course there's no better place for them to print, enlarge or create customised photo products than at your store, so make sure you offer a printing voucher with every **SimpleSave Photo** product you sell.

A standard pack of five DVDs retails for around \$25 and each DVD can store approximately 2000 photos. HP **SimpleSave Photo** discs are compatible with Microsoft Vista, Windows XP or Windows 2000 and support over 90 photo, video and image formats including jpg, mpeg, bmp and tif.

For more information or to order simply call Photo Direct, the exclusive supplier for Australia, on 1300 364 817.

Photo and caption:

HP SimpleSave Photo, a hot-seller for all photo stores.

