Contact: 1STEIN GmbH - Henning Kuersten - http://www.3p-publisher.com

1STEIN launches HTML5 Online Designer for Photo Books and printed Gifts

The photo book and personalized print product market has experienced immense growth in the past years. In 2006, KODAK entered this market by partnering with 1STEIN to develop a desktop publishing application focused on photo books and printed photo gifts. 1STEIN specializes since 1999 on image editing algorithms in products like CodedColor PhotoStudio. In 2015, 1STEIN complemented the Desktop Publisher with a Macintosh version, a Storefront & Backoffice production system and finally an Online Photo Book Designer in HTML5, thus covering the whole web-to-print workflow with a boxed solution.

The 3P Online Designer is equivalent in features to the 3P Desktop Publisher, except that it runs inside a HTML5 capable browser and needs no installation on the client side. It uses the same templates, layouts and product definitions as the desktop version, is easy to install and requires no extra database on the server. These features make it unique in the photobook print business regarding speed, feature richness, stability and low maintenance costs. The print provider can connect the 3P Online Designer to his existing backend, or run it together with the 3P OpenCart Shop & Backoffice.

The workflow starts with the design of a print product through predefined product templates in the 3P Online Designer. The project is stored in the project manager and can be reedited any time. A separate image upload utility allows the consumer to upload large amounts of images in the background while working on his project. After upload of the finished photo book, the consumer is routed to the 3P Storefront, where he can overlook his order and pay via integrated payment providers. Several payment gateways are already available, and others can be added with ease. Payment then triggers the production workflow for printing, finishing and delivery in the 3P Backoffice.

3P Photo books and print products cannot be processed by any other printer or photo lab. All client files are password protected, and since fulfilled orders can only be reordered in the printer's own store, 3P ensures a high level of customer binding. Statistics reveal, that approximately 70% of photo book purchasers are likely to return, leading to an expanding customer base for the printer, photo lab or online photo book retailer.

The suite allows printers to take part in a growing market, and support investments in digital press and finishing equipment. It contains all necessary tools inside a complete photobook publishing solution. The components are designed to guarantee a low cost route-to-market and high customer loyalty. Printers have full control over their printing business, using integrated content and customer management tools. They can create their own brands, product portfolios and software installers using the 3P Template Designer and the 3P Setup Wizard, eliminating the need to pay for additional services. The suite captures all order details and automates the production workflow for printing, finishing and delivery.

Summary
The 3P Publisher software suite includes an award winning Desktop Publisher for PCs, a new platform independent HTML5 Online Designer and a robust and flexible Storefront & Backoffice production system. The 3P Storefront & Backoffice can look back on years of experience on the market, and the powerful 3P Desktop Publisher was developed in a partnership with KODAK. The newly launched 3P Online Designer is one of the fastest and feature richest applications of its kind on the web2print market. It combines the product flexibility and editing speed of the 3P Desktop Publisher with the convenience of online editing through means of HTML5 technology.

# # #