



New EfotoLoader™ Software from Efotolab.com Simplifies Online Event Marketing for Photographers.

Efotolab.com
5/9/2007 3:19:04 PM

Post and begin marketing event photos online in minutes with Efotolab's new PC/Mac compatible software.

WILMINGTON, DE, May 9, 2007—Efotolab.com™ announced today the release of the company's new EfotoLoader™ software, which enables photographers to quickly and easily upload and begin selling event prints.

Using the free EfotoLoader software, photographers no longer have to take time to pre-process their photographs. With a mouse click, the free software will automatically resize, watermark, and upload images to the photographer's event site on Efotolab.com.

"Over the past few month's we have introduced fine-art printing on canvas and photo-rag papers, reduced our photographic print pricing with EfotoFast™ Prints, and introduced a plan with no monthly fees," said Joel Plotkin, president of Efotolab.com, Inc. "The creation and release of this software affirms our dedication to helping our members work more efficiently and effectively on a day-to-day basis."

The EfotoLoader™ software has many features that assist our members with the management of their online events with Efotolab.com. The new software incorporates event management, price list management, watermark management and most important, a new streamlined image upload utility.

About Efotolab.com

Efotolab.com is the Professional Photographers Online Lab and E-commerce solution and offers a complete online sales solution, including a full line of photographic printing products, online book design and printing, image hosting and sales management tools for professional photographers. Efotolab.com was created by photography professionals for professional photographers. For more information, visit www.efotolab.com

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