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Adding a Touch of Hollywood to Your Family Memories

--([BUSINESS WIRE](#))--As summertime comes to an end, memorializing family vacations or long summer nights before the school year begins becomes an important task. Imagine a technology that takes your family photographs and instantly weaves them together with cinematic effects to create a Hollywood-style photo movie production or a professionally designed photo book, without requiring you to spend hours online or to learn complicated software tools.

“You shouldn’t have to learn how to *make* a DVD in order to *watch* a DVD,” says Chett B. Paulsen, President and CEO of [aVinci® Media Corporation](#), a company based in Draper, Utah, that is revolutionizing the way life events and memories are shared and preserved. “Today’s typical photo offerings are unfortunately like a ‘kitchen,’ the only technology format that requires you to put the raw ingredients together yourself and bake the cake.”

Responding to the needs of consumers who aren’t software specialists, aVinci’s patent-pending technology shatters three prevalent multimedia myths: (1) Digital photo productions take too long to make, with the average consumer spending more than 19 hours to create a quality digital photo book. (2) They cost too much, with the price tags traditionally in excess of \$80. (3) They’re poor quality—made by an amateur.

Created to simplify and automate the process of transforming personal photos and videos into professional quality photo books and multi-media productions, the aVinci Experience delivers a complete, refined production as opposed to a complicated software tool requiring time and training to execute. “aVinci’s provides fast, easy, and fun pre-built themed photo templates for everyone to tell their ‘story’ using personal digital expressions.”

Rather than mere slideshows, aVinci's photo movies are scene-based, and follow the satisfying storytelling arc of beginning, middle, and end we're familiar with from traditional films. aVinci productions allow you to see Billy in scenes with the conductor from the Christmas holiday blockbuster *The Polar Express*, see Dick and Jane tie the knot in a Hollywood-style wedding production, and see Grandma Tilly celebrate her eightieth birthday in classic tearjerker fashion.

"People are amazed with the quality and beauty of the aVinci photo books and photo movies," says Paulsen. "And, with products ranging from \$12.86-\$39.99, a Hollywood-style production is within anyone's budget." For more information please visit www.avincimedia.com.

About aVinci Media Corporation

aVinci Media Corporation, based in Draper, Utah, is revolutionizing the way life events and memories are shared and preserved. The aVinci Experience product line was developed to simplify and automate the process of creating professional-quality multi-media products using personal photos and videos. aVinci's patent-pending technology delivers complete, refined products including DVD's, photo books, posters and other products—not a complicated software tool requiring time and training to generate finished products. aVinci distributes products through leading retailers, photo websites and image service providers. For more information, visit www.avincimedia.com.

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