



Endless Years ... for the times of your life

NEWS: FOR IMMEDIATE RELEASE

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Introducing *Endless Years*: Making Digital Photography Understandable and Enjoyable for ‘Boomers’ and Their Families

Innovative Teaching Methods, Product Info, Digital Photo Tips Distinguish New Web Site

REDWOOD CITY, Calif., February 12, 2008 – “Baby Boomers” and their families who find all the “new media” – digital photography, video imaging, pictures on computers – confusing and frustrating now have a knowledgeable and reassuring place they can turn to for answers: *Endless Years* (www.endlessyears.com), an online treasure trove of instruction, advice and ideas to help them access, master and enjoy today’s digital photography and electronic imaging.

Endless Years, featuring some of the brightest minds in the modern photo industry, shares its knowledge primarily via its intuitive web site. It features a complete menu of innovative instruction, product reviews, useful and creative ideas for digital picture-taking and image processing, plus interesting features on members of the “over 50” set enriching others – and being enriched – through digital photography and imaging techniques.

“I see a lot of people who are at a stage in their lives when they have the time, the wherewithal and the interest to get into digital photography. But they don’t because they think all the new imaging technologies are too difficult,” said Elmo Sapwater, the Editor and Publisher of *Endless Years*. “But they don’t have to be. *Endless Years* is designed specifically to help ‘boomers’ and their families tap into all the creativity, enjoyment and sense of accomplishment that digital photography makes possible.”

From selecting the right digital camera and imaging software, to creating truly artistic digitally enhanced pictures, to addressing practical issues with digital imaging – *Endless Years* provides the right information that’s

easy to access and easy to understand, Sapwater said. Learning to “go digital” is simplified through a series of graduated tutorials delivered in engaging, attention-holding formats – such as screencasts and podcasts. Visitors to the site also will find a vast array of tips, advice, ideas and examples to help them get the most out of their own digital pictures, as well as reliable news and reviews of the digital “hardware and software” involved in this exciting new world of picture taking.

“Photography, video, scrapbooking and other visual communications encompass so many aspects of who we are as people and what we want to share with others,” Sapwater said. “The digital era isn’t an obstacle – it’s an opportunity for an even richer memory-capturing and visual communications experience. *Endless Years* takes the burden off learning, and covers all the exciting, important aspects of digital imaging – digital capture, online sharing, picture archiving, scrapbooking, image enhancement and a lot more – on a regular basis.”

“No other web site – no other single source of information – specifically addresses the needs of ‘boomers’ and their families in understanding, harnessing and applying the tools of digital photography like *Endless Years*,” he said.

The *Endless Years* Brain Trust

Endless Years features the following photography, digital imaging and media technology experts:

Elmo Sapwater – With more than 25 years using, evaluating and reporting on imaging technology, Sapwater is the former executive editor of two U.S. photography magazines. He has been active in digital photography since its inception in the mid-1980s, and has taken professional documentary photos throughout the world.

Darek Johnson – Senior technology editor/analyst for ST Media Group's *Signs of the Times* magazine, Johnson is a recognized expert observer of the sign, display graphics and imaging technologies industries worldwide. He also writes and lectures about photography, imaging, world business and business operations.

Kim Brady – Writer, photographer and scrapbooking expert, Brady contributes more than 30 years experience in reporting, publishing and helping to advance photography and image-based creative design. She writes regular scrapbooking columns for both the consumer and retail markets, and is a contributing editor for *Photo Industry Reporter*, *Rangefinder*, *International Contact* and *TakeGreatPictures.com*.

Scott Sheppard – The radio and TV host/anchor of “Inside Digital Photo,” Sheppard is CEO, Executive Producer and Founder of Inside Media Networks. He also hosts the “Inside Mac” radio and TV programs, and is Editor-in-Chief of the OSXFAQ website.

Don Franz – One of the leading photography/imaging industry analysts and consultants, Franz is CEO and Group Publisher of Photofinishing News International Media Group, which publishes five periodicals around the world, in several languages, that cover the consumer and professional photo/imaging segments. He advises a wide variety of enterprises in the industry.

Henry Wilhelm – Wilhelm received the Photoimaging Manufacturers and Distributors Association (PMDA) "2007 Lifetime Achievement Award" for his years of work on the preservation of photographs and motion pictures. With contributing author Carol Brower, he wrote *The Permanence and Care of Color Photographs: Traditional and Digital Color Prints, Color Negatives, Slides and Motion Pictures*, published in 1973.

Victor Medina – With more than 20 years in the high-tech and imaging industries, Medina has been involved in cutting-edge multimedia developments working for Macromedia, Kaleida Labs, Opcode Systems, Adaptec, and Be Inc. He has held corporate positions in the areas of product management, business development and marketing.

About *Endless Years*

Endless Years is a vibrant online repository that helps make digital photography and related technologies understandable, accessible and enjoyable specifically to "baby boomers" and their families. Primarily a web site-based resource, *Endless Years* has assembled a team of professional experts in photography, digital imaging, related imaging applications and visual technologies who provide accurate, objective, insightful instruction, advice and ideas in support of the enterprise's mission. Information is presented in an engaging, attention-holding manner that is easy to find and to grasp – effectively ending the frustration many "boomers" and their families have with new technologies, and helping them gain entry to the creative, satisfying world of digital imaging.

For more information, contact Victor Medina at (650) 249-1675 or v_medina@endlessyears.com.

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