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New thinking for digital photo albums: Consumers can download digital photo books to their computers with TellAbout

Helsinki - TellAbout has changed digital photo album world by announcing digital photo albums that can be downloaded as separate digital photo books to consumer's own computers. Typically digital photo and photo album services aim to lock in the consumers and sell them only their own printing services, but TellAbout is giving users the freedom to use TellAbout album also in digital format outside the service.

TellAbout sets consumers free to make their own choices regarding the printing and the use of the digital photo book version, which is really a new thinking among the established industry. The easiness of the digital photo book layout is another new thing: customers can just create the album concentrating on the content, the stories and the photos, without worrying about the layout at all. No software installations are needed either. Always updatable digital album can used to produce a digital photo book with just one push of a button.

Customers can easily preview and download digital photo books in PDF file format from their TellAbout albums. PDF (Portable Digital Format) file format is one of the most used document file formats of web. It is device and operating system independent open standard file format, so it is a good format for file transfer and free readers are readily available. The TellAbout digital photo books can be easily read with different devices and they can be sent by email to friends or relatives who can read them with their own devices. **This means savings and more alternatives for printing consumers and also more ecological alternative than printing on paper**.

"The rules of the game have been changed permanently. We want to steer the future of digital photo albums into more consumer friendly direction. And this is only beginning. We promise this is not the only surprise we have. We have a strong vision of how the future family and group albums should be." says Ristomatti Partanen, the CEO of TellAbout.

www.TellAbout.net is a private digital bookshelf for TellAbout story albums that can be created, enjoyed and updated together with your close ones. It provides a complete solution for truly private digital photo albums for families and groups. TellAbout albums let people tell the stories behind the photos. Albums are always with you and available on all your devices: they can be updated and viewed with smart phones, tablets, and laptops or desktop computers.

TellAbout is being developed by Path 4More, a Finnish software company. The company was founded in 2012 and it creates software products for international markets.

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http://www.tellabout.net/about-us-2