

PHOTO- ME BY STARCK

Photo- Me unveil New Photobooth Designed by Philippe Starck 2nd November at The Saatchi Gallery

As a result of a close partnership between the acclaimed designer and the leading manufacturer of automated photobooths, a new generation of photobooth has been created incorporating Augmented Reality Technology to captivate and interact with the customers, changing the way the photobooth works forever.

Philippe Starck has devoted his enthusiasm and creativity to the new booth which breaks previous design traditions, taking a functional object and transforming it into art. In addition to the new design aesthetic the timeless and distinctive booth uses modern technologies and innovations to turn the photobooth into a creative studio, ensuring you get a perfect picture every time.

The booth is equipped with a high resolution 32" tactile control screen, heating and state-of-the-art camera technology that automatically adjusts to users heights.

Users will be able to access Facebook, Picasa, Flickr and email accounts to import existing images as well as generate new art and photography. The booth will also produce postcards as well as the standard ID photos.

Photo- Me by Starck sets a new standard and re-invents the photobooth enhancing the customers experience, whilst creating a digital revolution within the industry.

Francois De Freitas, Head of Marketing at Photo-Me commented, *"We are very proud of the new photobooth, which combines the creativity of Philippe Starck with Photo-Me's latest digital technology. Together we have reinvented the photobooth, moving beyond simple functionality to a compelling entertainment event."*

About PHOTO-ME:

Photo-Me International Plc are the world's leading operators of photobooths, with recognised photographic quality.

Setting the benchmark for the industry with over 50 years experience Photo- Me own over 20,000 photobooths worldwide.

Photo-Me booths provide consumers with a convenient and cost-effective means of obtaining ID photos which are compliant with UK passport and driving license standard

In 2010, 11 million customers used one of the 5,300 Photo-Me photobooths nationwide.

For more information on Photo-Me, please visit: www.photo-me.co.uk

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