



# Family Photo Fun

## Pictures Worth a Thousand Words, Not a Thousand Bucks

(NAPSA)—More than 50 percent of U.S. households will own a digital camera by 2006, according to Gartner Dataquest. However, as America's amateur photographers continue to "go digital," there is no need for shoppers to spend a lot of cash for a lot of flash.

"More Americans are realizing how easy it is to use digital cameras," said Scott LeMaster, manager of Wal-Mart's online Photo Center. "Additionally, with family and friends often scattered across the country, they're realizing that digital photos and online photo albums are a great way to easily and inexpensively share captured memories with loved ones."

LeMaster offers the following tips:

- Digital cameras offer consumers many benefits such as on-the-spot satisfaction by allowing photographers to view shots immediately. And with no need for film, negatives, or processing, digital cameras are an ideal way to save both time and money.

- Before purchasing a new camera, first consider its use. If e-mailing is the only priority, look for a budget-priced digital camera. If quality prints are important, consumers should look for cameras with a sizable LCD screen and removable memory. For more advanced needs, manual control for exposure, shutter speed and focus are a must.

- Digital cameras come with a range of benefits including ease and affordability of sharing favorite photos with family and friends.

- Consumers should look for a store with a Web site that will post digital photos on the Internet



such as Walmart.com. These sites often allow users to share photos via an online photo album, order film-quality prints for themselves or send prints to friends and family directly.

- Additionally, consumers can also make photos better by using tools such as cropping, borders, zooming, or other special effects.

- To really impress loved ones, look like a pro by creating personalized gifts.

- For example, whether using 35 mm film or digital, creating unique, personalized greeting cards online is simple. Some Web sites allow users to choose a favorite photo, a card style and a few lines of text, and will send the customized greeting cards and envelopes within a few days.

- And finally, for the best of both worlds, consumers should look for a local store that will develop prints from 35 mm film or digital cameras. Some will post 35 mm film online for a small fee.

Whether searching for digital cameras, tips on use, ideas on sharing photos, ordering prints, or creating unique gifts online, shoppers can visit [www.walmart.com](http://www.walmart.com).