

Camera Phone PRINT GUIDE

We show you
how easy it is
to use your
camera phone
images



PMA

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PMA

This guide will show you how to move your pictures from your phone to create lasting memories.

Today, it's so convenient to capture memories with digital cameras and camera phones. The problem is most of us leave them in digital format not taking the time to develop these images into prints.



What good is a picture if you can't show it off in a frame, photo album or wallet?

Whether you capture your pictures with a digital camera, video camera or camera phone, it is quite easy to turn those digital files into prints that will last a lifetime.

The best part about a camera phone is that you are usually carrying it, so you are always ready when an unexpected photo opportunity occurs.

New phones are equipped with high-megapixel cameras, capable of taking print-quality images.



They also come with different features that enable easy transfer of pictures to memory cards, printers and computers.

Look for the following features in a camera phone:

- **At least 1 megapixel**
- **Autofocus, zoom, flash**
- **Bluetooth®**
- **PictBridge**
- **Memory card**



Features to look for in a camera phone

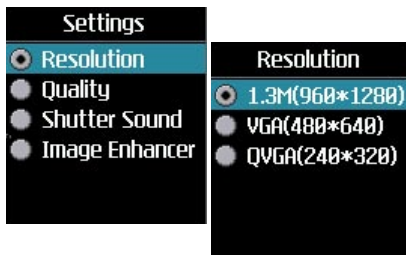


>At Least 1 Megapixel Lens

Higher megapixel lenses are better for producing more detailed photos. Make sure your camera has at least a 1 megapixel lens if you want to output a quality 4x6 photo.

VGA (640x480) quality will not be good enough for photo quality prints, however it may produce an acceptable picture, especially if it's the only one you've captured of an important memory.

Tip: Many camera phones come pre-set to 640x480 VGA resolution, so before taking pictures, check the resolution and set it at a higher resolution if your phone is capable.



>Optical Zoom, Autofocus, Flash

Some higher-end camera phones have features such as optical zoom, autofocus and built-in flash that are common on digital cameras. Each will help to enhance your print quality.

Autofocus provides better photo quality than fixed-focus, since autofocus lenses can be larger and allow more light to reach the sensor. It is possible to produce decent quality prints using a fixed-focus lens.

The reality is that the majority of phones available today do not offer the more advanced camera features. If you have the option, select one that does.

Tip: Clean your lens regularly. Unlike digital cameras, most camera phones do not offer a lens cap. Therefore, the lens is exposed at all times.

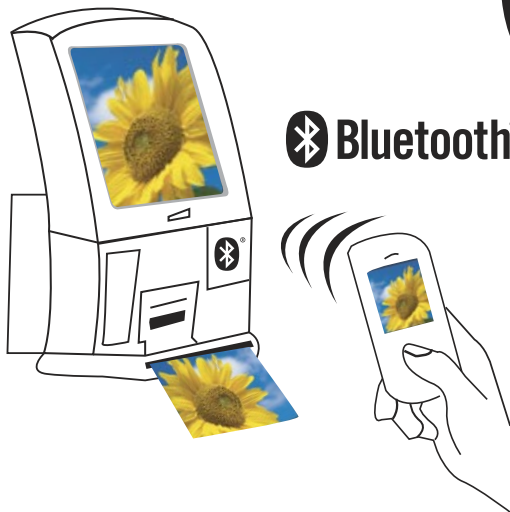
Tip: Use your camera phone in well-lit locations to increase the quality of your pictures.



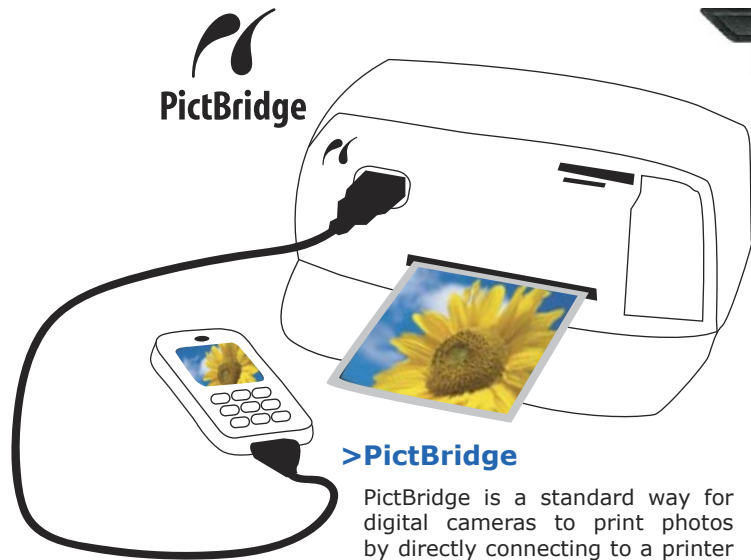
>Bluetooth

A camera phone with **Bluetooth** technology enables you to easily transfer images wirelessly to a **Bluetooth** capable kiosk or printer. Not all **Bluetooth** capable phones support printing so it is important to look for a phone that has a "Print" or "Send" feature. And also be sure to ask your wireless carrier if they support printing via **Bluetooth** wireless technology.

Look for the **Bluetooth** logo on the printer or kiosk to determine whether the device is **Bluetooth** compatible.



PictBridge



>PictBridge

PictBridge is a standard way for digital cameras to print photos by directly connecting to a printer using a USB cable. Some camera phones are sold with a USB cable.

Look for a PictBridge logo on the printer to determine whether the printer is PictBridge compatible.

>Memory Card

Make sure that your phone supports memory cards. Standard memory on a typical mobile phone does not have a large memory capacity to store many print-resolution images. A camera phone that enables removable memory cards will allow for quick printing to a retail photo kiosk or photo printer with a built-in memory card reader.

Using a memory card with your camera phone

Memory cards allow you to store and easily move your pictures to a retail photo kiosk, computer or printer.

Make sure you change the settings on your camera phone to automatically save images onto the memory card. Most phones typically default to save images onto the device itself. Limited memory on your phone will require you, sooner or later, to remove or delete images before you can take and save additional pictures.

Most phones today have a removable **memory card**, which is the most common and inexpensive way to safely transfer your digital pictures.

Tip: It's a good idea to adjust the settings on the phone to automatically save your images onto the memory card.

This will help to prevent unintended deletion of images.



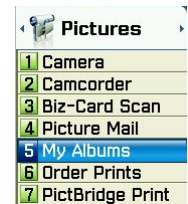
If you've taken pictures that have been saved to your phone, it's easy to move them onto the memory card and free up memory for future photo opportunities.

Depending on your phone model, there may be more (or less) steps to move your media.

Here's how to move your pictures from your phone **to a memory card**:

Step 1

Access your phone's album to view the pictures you've taken with your phone.

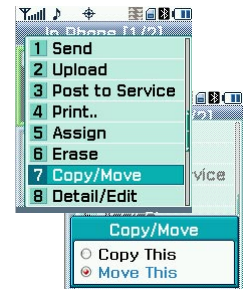


Step 2

Select each of the pictures you wish to move to your media card.

Step 3

After your pictures are selected, choose the "Move" option in the menu to move them to the memory card.



Transferring pictures from your memory card

Once your pictures have been successfully transferred to the memory card you can remove the card from the phone and use it with any memory card reader through a USB connection and port.

Tip: If your phone's memory card is small, use the micro-SD adaptor to fit the port.

>Print Kiosk at Retail

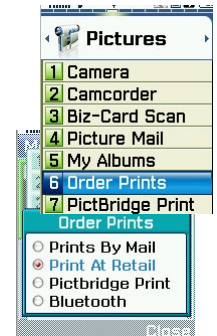
Most retailers now offer user-friendly kiosks at their locations that allow you to use your memory card to transfer and print pictures. Using a kiosk will provide you with instant, professional prints. It's as easy as inserting the memory card into the front of the kiosk. Easy-to-follow instructions will walk you through the rest.

The great thing about using a print kiosk is that it enables you to edit your pictures before printing. Kiosk software typically includes features to crop, adjust color and contrast, remove red-eye and also add creative touches like borders and text.

If your retailer doesn't offer a print kiosk, or you're interested in printing gift items using your images you can drop off your memory card just as you would film, for pick up later.

You can also take advantage of your retailer's online store by uploading the pictures you've transferred to your computer to their website for pickup or home delivery.

With some camera phones you can even order prints directly from the phone.



>Home Computer and Printer

You can easily transfer the pictures on your memory card to your personal computer and printer. Most computers and printers today have a USB port that allows for easy insertion of the card. If the port is larger than your phone's memory card, simply use the micro-SD adaptor to make up the difference in size.

Think outside of the traditional print

Don't get stuck in the traditional print rut. Today, there are so many different ways to print and show off your pictures that it's almost a shame to just print a 4x6 snapshot. Retailers offer a variety of fun and unique ways to preserve your memories.



Ask your retailer what print options they provide. Chances are your retailer will have unique gift merchandise that will show off your pictures in more ways than the traditional print.

Camera phone and digital camera technology differs in each model and manufacturer. Please consult the retailer from which you received this brochure for expert advice and assistance.

For great tips on taking better pictures, and to find a photo lab that prints phone images, please visit www.takegreatpictures.com.

View recommended camera phones and more at www.mobileprinting.org.

