



A new breed of photo messaging service

## **My Photo Messages Launches: Connecting People Through the Power of Photography**

Precious, physical, personalised memories, shared

**My Photo Messages launches in association with leading global technology brand, Citizen Systems. A brand new web-based platform, allowing consumers to automatically send photographic prints, embedded with personal messages to loved ones.**

### **Celebrating with free printed photo messages**

The My Photo Messages platform has been produced to provide a precious physical connection between families and friends as a service from the Citizen Photo user family. With the launch taking place during the 2020 global health crisis, Citizen Systems has pledged to offer thousands of photo messages completely FREE OF CHARGE. Free prints are open for those with friends and family in hospitals and care homes etc, on a first-come, first-served basis.

Whilst free prints are available, visitors to the platform will be greeted by a friendly popup, that will invite them to claim a voucher code to enter at the checkout. The only information required will be the address of the care home or hospital and an email address for returning the voucher code.

### **As easy as 1 - 2 - 3**

Developed with simplicity in mind, the platform invites users to send photo messages in three simple steps. Firstly, choose either portrait or landscape format. Then upload or capture an image to personalise using native tools, including shapes, colours and almost 1000 fonts. Once these steps are complete, the user then simply proceeds to the checkout to enter the delivery details of their loved one.

### **Quality prints - every time**

All prints will be produced by Citizen's market-leading photo printers, meaning quality is assured with each and every print. Citizen's dye-sublimation printing technology produces sharp, clean and professional-quality photographs from some of the most robust and reliable printers in the current market.

The Citizen brand is perhaps best known for its precision watches and consumer electronics products, although the brand is also prominent in healthcare and print industries. The association with the new My Photo Messages platform demonstrates a commitment by the brand to deliver innovation in the photographic sector, its reseller channel and end-users alike.



### **European reach - local service**

With initial fulfilment being offered by Citizen Official Photo Reseller, PhotoXport, the new platform launches this Thursday 7th May in the UK. Thereon, rapid expansion into Europe, Middle-East and Africa, (EMEA) will roll out with the entire infrastructure of official partners in place before the end of May. This will mean that photo messages can be sent overseas and fulfilled locally across a multitude of EMEA countries.

Beyond this initial rollout, the platform will be opened up to every single Citizen photo printer user, to register and fulfil orders from [myphotomessages.com](https://myphotomessages.com) based on relative geography to the recipient address. This will deliver an excellent added benefit to Citizen users across the entire EMEA region.

Finally, Citizen photo printer users will be offered a complete white label version of the My Photo Messages platform as the project development reaches its completion. Users will have the option to add branding, brand colours and personalise text across the platform before embedding into their website. The white label version will also allow users to build and offer bespoke packages for corporate events and weddings, etc.

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**Gary Andrews, EMEA Business Manager, Photo Printers, Citizen Systems Europe, said:** "We're incredibly pleased to be rolling out this new product with our Official Photo Resellers during the current global health crisis. Never has the gift of photography been more relevant and the new service allows everyone to send personal messages inexpensively and with ease. Citizen has committed to supplying many thousands of photo messages during the pandemic and we are excited to extend this service for use by the entire family of Citizen users."

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<https://myphotomessages.com/>

**ENDS**

The My Photo Messages platform is operated by MediaBite Group Limited working in association with Citizen Systems Europe GmbH, Citizen branded printers, Official Reseller Partners and end-users.

**About Citizen Systems Europe**

Citizen Systems Europe is a wholly-owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.

Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including photo, logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.

**For further information, to arrange interviews or to obtain individual voucher codes for reviewing the service, please contact:**

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