

# Digital Imaging Digest

Published monthly by the Digital Imaging Marketing Association



June  
2009

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still images move](#)

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## FrameWizard makes still images move

[FaceCake Marketing Technologies Inc.](#), Calabasas, Calif., stopped traffic at [PMA 09](#) with an eye-catching new product, the FrameWizard. Unlike traditional digital frames, the FrameWizard allows consumers to create realistic movement in their (not quite) still images. For example, hair can blow in the wind, ocean waves can roll, a mouth can smile, and snow can fall.

**Linda Smith**, CEO of FaceCake, a first-time exhibitor at PMA 09, was rewarded by having the FrameWizard chosen as a PMA 09 Retailer "Hot Pick." She says the software behind the FrameWizard, called Moving Memories, evolved from years in the field of visual imaging and product demonstration. Among



FrameWizard allows the older girl's eyes to move from left to right.

other things, the company is known for its cosmetic procedure site, where users can see a realistic representation of how they would look after plastic surgery or a dermal filler.

"In doing that, we had to make images 3D, so users could turn their faces and see what would happen. Moving Memories, which evolved from our facial recognition technology, allows users to create amazing, very natural movements in a still image, such as the subjects' blinking or smiling more widely than they were. The software allows for cause and effect; so, if the wind is blowing in a particular direction, the hair and the dress blow that way," Smith says. "It adds an element of realness to photos."

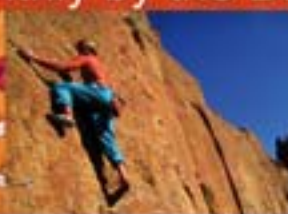
The FrameWizard also includes software called Element Effects, which allows users to make rain or add falling leaves.





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cont.

"The Element Effects can also be occasion based, such as confetti falling, or Fourth of July fireworks over a picture of a picnic," Smith says. "There are also smaller effects, such as smoke rising from a birthday candle."



The Element Effects software, included with the FrameWizard, can make snow fall in a still image.

All the movement software works well on any image -- even old black-and-white photos.

Another unique feature of the FrameWizard is its Matte Magic software, which enables users to completely customize the matte of the frame.

"With most frames, there is no way to match the decor of the room or the scene in the picture," Smith says. "With Matte

Magic, consumers can scan in the color of a baby blanket, for example, or match the French country motif in a living room. Or, they can match the matte to the occasion, such as a birthday. They can choose custom creations or create one themselves. People can select the width of the matte -- a very thin matte for something chic, or a thicker matte for a fun picture with their pets. They can add text to the matte, as well as to the top of any photo."

The frame and software are easy for consumers to use, Smith notes. "We recognize how important ease-of-use is. We have a partnership with [toy company] **Mattel** on a product called Stylin' Studio, which is for tween girls, so our technology has to be easy enough for children. We make sure anyone can use our software applications, from 5 years old to 85."



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The FrameWizard includes all the software, which can be used on a PC or a Mac. The 8-inch FrameWizard will retail for \$199, and the 15-inch unit for \$299. Either size can hold up to 36 images. FrameWizard will begin selling this summer, and FaceCake is currently building its reseller base.

Smith says the idea for the FrameWizard struck her while at the mall. "I saw a digital frame with some nice pictures scrolling through, and I realized what we could do with our visual product demonstration technology. We tried it with a picture of my two girls, and I just loved the photo of them smiling and blinking. We did one of my little baby blowing a kiss back. We knew it was something we needed to do," she explains.

After focus group participants raved about the FrameWizard, Smith decided to bring it PMA. "We hoped everyone would find it as cool and compelling as we do, but the response was even better than we expected. We've been working so long and hard on these types of technologies."

The work is not yet done, she says. FaceCake has many new FrameWizard developments planned for 2010, including an enhancement of the current audio capability. When it launches, users will be able to make a subject "speak."

"Users will be able to make the mouth move, with the audio saying, 'Happy birthday, Mom,' or whatever," Smith says. "We have lots of announcements coming next year. Things are going well, but we're very busy."

Not a bad complaint.

