



HOORRAY™ Facts

Overview

HOORRAY™ is owned by International Masters Publishers AB. It was created after IMP Founder and CEO Alf Tenneson experienced a home burglary in which all of his family photos were stolen. Alf went so far as to place an ad in local newspapers asking for a return of his photos, no questions asked. In the ad, he indicated that the photos were the only item he wanted back. His photos were never returned.

The feeling of loss motivated Alf to develop a website that not only allowed people to save their photos, but to share photo memories with family and friends.

To that end, HOORRAY features innovative sharing tools such as voice storytelling and an exclusive story wizard for written comments. People can load a photo, then tell the story behind the photo. They can also share photo memories with family and friends, who, in turn, can add their own comments, either written or spoken.

The interactive nature of HOORRAY means that shared photos can become “living photo stories” that last for decades, even generations.

Products offered, key features, benefits and ways to share photo memories

- Voice storytelling and story wizard for as few as one photo, up to an unlimited number of photos (with Gold or Silver Membership). Can share photo memories with anyone who has an email address.
- Group sharing and commentary. Anyone who receives the photo story can add comments, both written and spoken. They can share photo memories that contribute to the original story in a significant way.
- Three membership options – Basic (Free, save up to 200 photos), Silver (Unlimited storage, member discounts) and Gold (unlimited storage, member discounts, Free DVD download service, other benefits).
- High-quality prints in a variety of sizes.
- Photo Albums, featuring dozens of custom designed backgrounds and cover options. Captions can be included.
- Storybooks, which also feature dozens of backgrounds and cover options. Storybooks allow for more text to be added, in addition to photos.
- Custom Calendars that allow customers to personalize photos, dates and holidays,
- Custom Greeting Cards in a variety of sizes and styles.

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