

Changing Perceptions of Image Permanence in the Age of Online Photography

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Abstract

We will discuss the issues of print stability, free lifetime archiving, reprints on demand, etc. at the leading on-line photo printmaking and archiving company.

Biography

Bringing fifteen years of experience with consumer technology companies, James Joaquin is leading his company, Ofoto, to the forefront of the online photography revolution.

Prior to joining Ofoto, James co-founded When.com, the leading Web based calendar and events service. As Vice President of Business Development, he and his team drove the content, e-commerce, and distribution deals that fueled When.com's rapid success. In less than one year from incorporation, When.com was acquired by America Online and now powers the AOL 5.0 calendar used by millions.

James' business and management initiatives stem from a long history of building and developing consumer technology companies. While studying Computer Science at Brown University, he co-founded Clearview Software, which was later acquired by Apple Computer's Claris division. James also held marketing management roles at Apple Computer and Diamond Multimedia.