The Future of Digital Photo Clutter

Naren Dubey, ScanCafe (USA)

Abstract

The future of digital clutter - trigger happy consumers today are capturing thousands of photos a year and inadvertently creating digital clutter on their hard drives or cloud storage services. This digital clutter has become a barrier in print fulfillment and/or enjoyment of photos. We will propose a solution which is a combination of technology and the trained human eye that can take a "heap" of digital photos and transform them into a beautifully laid out "photo story" that can be printed or enjoyed on a digital display/mobile device with zero work from the user.

Conversion rates of this solution for photo stories (from photo upload to print) are north of 75% in comparison to the best photo book tools that are in the range of 30%. We will discuss sharing of these photo stories across platforms - mobile, web and TV.

Author Biography

Naren built ScanCafe.com from the ground up - the world's largest photo digitization service. With over a decade's worth of silicon valley experience in high-tech, Naren has built consumer solutions for archiving analog memories and also creating engaging products with digital images that involve zero effort from the user. Prior to ScanCafe, Naren was VP of Product Development at Moser-Baer (worlds' largest DVD & Blu ray manufacturer), where he set up a thin-film solar panel manufacturing facility. Prior to that he built Applied Materials' global development centers in India, China and Russia.

Naren holds an MBA from the Wharton School of Business, UPenn, and a Ph.D. in Chemical Engineering from the University of Minnesota, Minneapolis, where he completed his doctoral dissertation in confocal laser scanning microscopy and development of bio-materials for tissue regeneration. He has been awarded patents in the areas of remote plasma generation, magnetic shielding of plasmas reactors and Web UI design.