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TWO MARYLAND BASED COMPANIES TEAM UP TO INTRODUCE HUMANIZED INTERACTIVITY TO PHOTOGRAPHY INDUSTRY

Owings Mills, MD – With the Internet making it as easy as clicking a button for customers to pick and choose from businesses all over the world, a budding Owings Mills-based professional photo lab faced a challenge to compete with and stand out from the rest of the World Wide Web.

Coincidentally, **Nations Photo Lab** (www.nationsphotolab.com) was not far – in fact, just a few suites away within the same business complex – from **Rovion** (www.rovion.com), a leading provider of online rich media solutions that has worked with major companies including CBS, Toyota, GM and the NBA. The two companies have now teamed up to introduce humanized dynamic content to the ranks of the photography industry.

To bring its Web site a notch above the rest, Nations Photo Lab hired Rovion to employ their **InPerson™** technology, a seamlessly integrated online video spokesperson service, to fully engage and provide direction to customers while making their online experience quick, easy and more comfortable. Nations Photo Lab is thrilled to be able to provide a whole new level of assistance and convenience to their customers with the addition of an InPerson spokesperson.

“We’ve redesigned our website with the customers in mind, which is the reason for the addition of the InPerson navigation technology. If the re-design and new features make our customers jobs easier, then we have accomplished what we have set out to do” says **Jonathan Weinstock**, Vice President at Nations Photo Lab.

To sneak a peek at Nations Photo Lab’s InPerson campaign on their redesigned homepage, visit:

http://www.rovion.com/demo/Rovion/Direct/NATIONS_PHOTO_LAB_HOMEINTRO.htm

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