

What's in a scan?

By Beth A. Duiser

Any way you look at it, scanning pays – through the initial scanning profits, or in making memories more accessible and usable in new ways to customers.

In the following pages, read how online companies **ScanCafe** and **ScanDigital** are using professional equipment to offer customers high-resolution scanning, editing, and even tracking services. These companies also offer different levels of retail partnerships.

Some consumers are still leery of sending away their precious memories to locations outside their local communities. **Scan The Van**, a mobile scanning business, addressed those needs and provided a high level of service and education to customers. Scan The Van traveled across the United States during the course of more than a year; but this is an idea retailers could put into practice in their own backyards, even without a van that scans.

Tale of two scanners

By Jennifer Barr Kruger

Born of necessity, ScanCafe and ScanDigital relieve consumers of a daunting task

One was launched from a sad circumstance and one from a happy occasion – but otherwise, **ScanCafe Inc.** (www.scancafe.com), Burlingame, Calif., and **ScanDigital** (www.scandigital.com), El Segundo, Calif., both came into existence for the same reason: Their founders couldn't find an easy way to scan family pictures.

When the Martin family patriarch died, his children and grandchildren all wanted the family photos. **Laurent Martin** attempted to scan all the family's images so everyone could have them, but quickly discovered the task would take approximately an eternity to complete. He sought a local service, but found the price far too high. A serial entrepreneur, Martin took charge. Along with three friends – **Sam Allen**, **Naren Dubey**, and **Damon Mercadante**, who all met while pursuing MBAs at the **Wharton School of Business** – Martin launched ScanCafe in November 2006.

Cofounder Damon Mercadante says the ScanCafe service saves customers time by allowing them to delete up to 50 percent of images scanned.



ScanDigital not only provides high-resolution scans of prints, negatives, and slides, but also uploads them to an online gallery for sharing and archiving, according to President Anderson Schoenrock.



That Christmas, **Mike Mothner** gave his mother a digital camera. She took several pictures of the festivities and was thrilled to have them moments later on her computer screen. Over dinner, she asked her son how she could get the prints in her photo albums onto her computer, too. His mom expected a simple answer, but Mothner didn't have one. He did some research and discovered a need in the marketplace for scanning

services. So, he approached his friend and fellow entrepreneur **Anderson Schoenrock** with the idea of filling that need. The two came up with a viable business concept, and started ScanDigital.

Both ScanCafe and ScanDigital are Web-based, and both provide high-resolution scanning of prints, negatives, and slides for consumers and professional photographers.

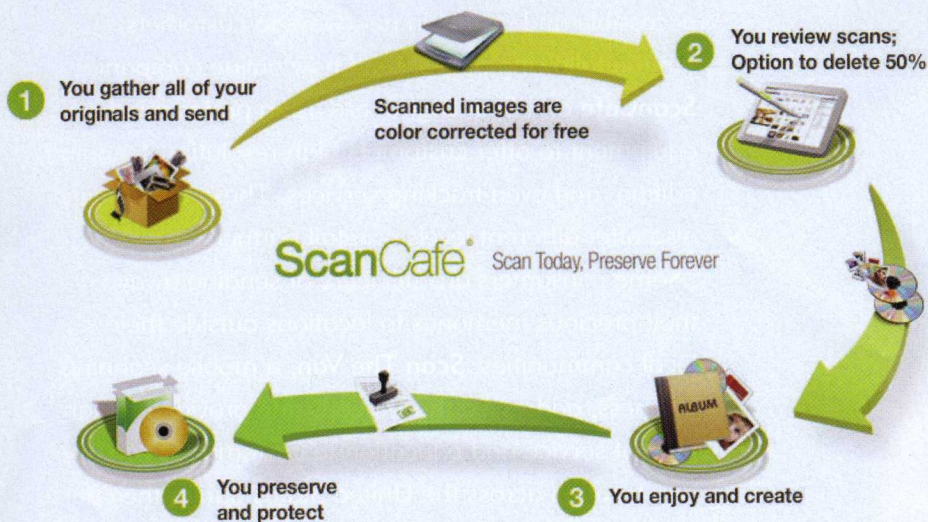
ScanCafe offers a lower-priced solution and allows customers to delete, without charge, up to 50 percent of the images scanned, thus saving users the hassle of having to carefully choose ahead of time which images to send.

The service ScanDigital provides is slightly more expensive, but includes the upload of all images scanned to an online gallery for sharing and permanent archiving, as well as the option to order photo products through a partnership with **Qoop**.

The process

With both services, customers initiate orders online, automatically print a **UPS** shipping label, and send in their prints, negatives, and slides.

At ScanCafe, those images are then sent to the company facility in India, which scans and digitizes them. All images are manually color corrected.



A graphic on the ScanCafe website explains how the service works.

