



## **Be An Educated Consumer, When It Comes To Shopping For A Restoration Service...Compare Apples To Apples.**

Our Service can be compared to the difference between going to an exclusive department store and a bargain store. Do not compare apples to oranges. When looking at a **photo restoration service or website**, consider the following:

**Preservation/Conservation Verses Digital** - You may want to restore or preserve the original, then you go to a Preservationist or Conservator, digital is not for you. Digital is less expensive, with no risk to the original. With the preservationist, after the year waiting list, if you don't like it, there is no turning back. How true to the original photo will the restoration be? Will the damaged objects be repaired by cloning, or cut and paste, or drawn in?

**Good Clues For Good Choices** - When few photos are displayed in any website or place of business, this could be a sign that there has not been many restorations worth showing. Are they focused on restorations or other products like their camera's, photography, or picture frames? Maybe they are not passionate about their site or your photos or that other product is their passion. If turn around time is 2 days, chances are they are outsourcing. Ask if the work is done in-house or do they outsource the work, ask to who? You do not; want them sent via email overseas. This process takes time, TLC. Wait for a job well done. Scan your photo, send it to them, ask for a quote, then just don't compare our prices but consider the process. Inkjet copies fade unless you have the latest and best printer system. Chemistry process is what you want. If you have very old photos ask if they offer matt which is the best for antique photographs. Some only offer gloss or luster catering to modern photos. Restoration services located in mall's or independent office buildings must pass the overhead, advertising, and the cost of accepting credit cards expenses onto you. PMP is a home office and keep all these expenses down and passes the savings onto you.

**Amateur Vs. Professional** – You may know someone that is pretty good with image editing. That's grrrrreat. Before you ask them to do you the favor or pay them, first ask them how they acquired their talent and what was their experience with it. One gentle lady said to us at a convention that her husband could do it just as good as a professional. He immediately jumped in and said, "Yeah, I did do it and I was very satisfied how it came out. It took so darn long and I was good and sick of it when I was done. I will never do another one. If you have another one in mind, just pay her to do it. It's worth it." Consider the friend that may only be qualified for automatic adjustments and lack the experience that comes from restoring hundreds of different kinds of damage. Because they are your friends, it is polite to wait for when it is convenient for them. They also may take longer for lack of experience or procrastinate because they really didn't want to do it. It is work, after all. Don't leave your descendants the work of an amateur. One image done by 5 different people can look 5 different ways in the end. Choose by artist not price.

**Miscellaneous Benefits** - Do you have to leave your original with them? If you should loose your photos, so they keep your photos on file? It may be difficult to get your photo to them, at a time that is convenient for you. Call for an appointment. Time is negotiable when the business is in the home office. With PMP, you have many options to getting your photo to us. Ask if there is a money back guarantee.

Do not compare apples to oranges. See for yourself. (Next Page)

Left original...right by amateur (**not by PMP**)



**PMP comments** - Someone looking for work submitted this photo to us. What they did was to erase the damage away, and draw in what was lost, losing its photographic appearance (the hands and face look like a drawing). This cuts down time but takes away the charm of the original. This artist did not meet PMP standards. This image was not true to the original.

**Now compare these by Photos Mad Perfect.**  
Left original ...right PMP

**PMP comments** - The hands still have a photographic appearance. The background looks to be more like what the original appeared to be, and the face has not been distorted. With our photo dating experience, we know what is appropriate for the time period of a photo and repair it accordingly.



### Mission Statement

Our mission is to educate the public about digital image manipulation. We want to be a part of restoring your family history, making our motto **“Restoring Family History One Photo At A Time...”**

Our mission is accomplished by our appearances at genealogy conventions, and genealogy societies throughout southern California and offering our best service. Our **“Genealogist Corner”** on our website is another venture in the efforts to share information with genealogist.

Visit our website at [www.PhotosMadePerfect.com](http://www.PhotosMadePerfect.com) Please share this information with others. If you would like more copies call PMP at 619-397-7600 or e-mail us at, [Restorations@PhotosMadPerfect.com](mailto:Restorations@PhotosMadPerfect.com)