

Pleeezzzee Don't Get all Shrunk Up

Free on line Photo Storage can cost you!

Recently several people have come in to order enlargements for Holiday gifts, this is great we appreciate their business. However there has been a problem, they have been storing their precious family images in free on line storage available from many websites and chain drug stores. Because there is no free lunch, or in the case of digital storage no free equipment this is a major problem. These places automatically down size your image to a small file size will only make a 4 X 6 print. Two customers had images, which were 480 X 320 pixels. A 4 X 6 image is 1800 X 1200 pixels. While we can enlarge an image some we have to have enough data to work with. In addition to making the file smaller they also highly compress the remaining few pixels. Compression is not a bad thing unless it is taken to the extreme, which is what they do to save storage space. To explain this in another way your 12 megapixel camera creates a 34 MEGabyte file. When these people get done with it you have a 21 KILObyte file, that is 1619 times smaller. which is like throwing away 24 or every 25 pixels in your image.

Of course they don't tell you they plan to destroy your cherished images by throwing away 24 of every 25 pixels in your image.