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FOR IMMEDIATE RELEASE

AsukaBook USA Announces Educational Webinars

Free Webinars now offer photographers design, marketing and business tips

New York, NY, PhotoPlus Expo Booth #848 (October 22, 2009) – AsukaBook USA, producer of the finest quality coffee table style books, is pleased to announce today its new educational Webinar schedule.

Since February 2009, AsukaBook's free educational Webinars have helped new AsukaBook clients as well as long-standing clients make the most of what AsukaBook products and services have to offer. And this new series of Webinars has been expanded to include design, marketing and business tips as well.

"These Webinars have been such a great way for us to effectively reach out to our clients and offer any help and guidance they may need," said Sarah Calahan, business development director of AsukaBook USA. "Our current line-up of Webinars was developed in response to the many requests for more information we have received directly from our customers. Since our clients are most interested in design, marketing and business tips, as well as how to get started with their first AsukaBook order, we now offer a Webinar sure to answer any of their most pressing questions."

AsukaBook customers interested in joining one or all of the free Webinars listed below can register online at: http://asukabook.com/home_webinars.html.

Webinar Schedule:

Thursday, October 29, 2009, 10am (PST): Design Tips from Red Boot Design

Photographers can get the inside scoop on book design directly from the creative minds at Red Boot Design. This Webinar will cover the basics of great wedding album design including; balance, white space, text usage and simple, classic layouts. It'll also teach attendees how to "tell the story" in their album design.

Tuesday, November 3, 2009, 4pm (PST): Growing your Business: Marketing Tips from AsukaBook

AsukaBook has talked to the pros and expanded its library of marketing tips to help photographers be successful. This Webinar covers many topics to help attendees with marketing AsukaBook books and everything else in their photography business.

Thursday, November 12, 2009, 10am (PST): Doing It By the Book: How to Avoid Common Order Delays

This Webinar provides tips for avoiding order delays so photographers can receive their AsukaBook orders promptly and without hassle. Attendees will learn about common layout mistakes, activation codes, uploading PDF files, and troubleshooting File Checker. There will also be a live demonstration on how to soft proof an image using AsukaBook's color profile.

Tuesday, November 17, 2009, 4pm (PST): Ask the Expert Series with special guest, Kevin Kubota (topic TBA)

This Webinar is the next installment of AsukaBook's "Ask the Expert" series. Topic is to be announced.

Tuesday, December 1, 2009, 4pm (PST): Using Templates to Improve Workflow

For those that have purchased design templates, this webinar is a must. AsukaBook will walk through some simple steps to make sure users are getting the most out of their templates, followed by instruction on how to get those files to work with AsukaBook.

Thursday, December 10, 2009, 10am (PST): Using AutoAlbum with AsukaBook, featuring Kubota Image Tools

This Webinar will focus on some basic functions of AutoAlbum, Kubota Image Tools' layout software for making album creation simple, fast and fabulous. It will include information on Kubota Image Tools' *DASHBOARD*[™] for AutoAlbum, a super-fast user interface that allows photographers and designers to take the quickest path from idea to album. It also features information regarding getting finished layouts into AsukaBook templates.

Tuesday, December 15, 2009, 4pm (PST): Designing an AsukaBook Using Photoshop[®]

The very basics of designing an AsukaBook in Photoshop will be covered in this Webinar. First, the session will start with downloading AsukaBook's blank templates and File Checker. Topics also covered will include bleed and gutter concerns and how to soft proof layouts using AsukaBook's color profile. Finally, attendees will be guided through making a PDF with File Checker and how to upload.

Tuesday, January 5, 2010, 4pm (PST): Using Templates to Improve Workflow

For those that have purchased design templates, this webinar is a must. AsukaBook will walk through some simple steps to make sure users are getting the most out of their templates, followed by instruction on how to get those files to work with AsukaBook.

Thursday, January 21, 2010, 10am (PST): Getting Started with AsukaBook

This informative "Getting Started" Webinar will guide attendees through the different types of books available from AsukaBook, including the new book sizes and design software, AsukaBook Maker! It will also briefly cover how to get started with book design, using File Checker and installing AsukaBook's Color Profile. Questions will be answered via chat during and after the presentation.

Tuesday, January 26, 2010, 4pm (PST): Design Tips from Red Boot Design

Photographers can get the inside scoop on book design directly from the creative minds at Red Boot Design. This Webinar will cover the basics of great wedding album design including; balance, white space, text usage and simple, classic layouts. It'll also teach attendees how to "tell the story" in their album design.

For more information about the complete line of AsukaBook products, a video tutorial is available at: http://asukabook.com/home_tutorials.html#Anchor-61857 .

About Asukanet

Asukanet Co., Ltd. is based in Japan. Since 1995 Asukanet has been creating digital photo collection products for Japan's professional photographers. Asukanet produces over 200,000 coffee-table style books annually for Japanese customers. Asukanet is listed on the Tokyo Stock Exchange Market. Asukanet launched AsukaBook USA in the U.S. in March 2005. This division services the U.S. and international markets.

Asukanet is widely endorsed by professional photographers and graphic designers because of the superior quality of its products. Asukanet is also working with some of the major digital camera makers to develop new methods for exhibiting photography through its superior printing techniques. Visit www.asukabook.com for more information.

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