

Disney's PhotoPass Makes Viewing, Sharing and Ordering Walt Disney World Vacation Photos Easier Than Ever

LAKE BUENA VISTA, Fla. — With more than 600 million pictures taken at Walt Disney World Resort every year, it seems guests enjoy capturing the memories of their vacations as much as they enjoy experiencing them.

Via Disney's PhotoPass service, guests have a convenient way to capture treasured moments with everyone in the picture together. Using the latest digital equipment and Disney-engineered technology, a team of photographers takes photos of guests throughout the theme parks. Guests receive a Disney's PhotoPass card that links all of their vacation photos together into one online account that they can access at their leisure to view, share and order photos.

Since its debut in 2004, the service has been such a hit with guests who appreciate the high-quality photos that Disney's PhotoPass service has expanded to several photo locations at Disney's Blizzard Beach, Disney's Typhoon Lagoon, the Test Track attraction at Epcot, and the Bibbidi Bobbidi Boutique locations at Downtown Disney Marketplace and inside the Magic Kingdom park. And a new professional portrait service at Disney's Grand Floridian Resort & Spa enables guests to spend one-on-one time with a photographer and receive dozens of customized photos in a relaxed, picturesque setting.

"We focus on ways to continually improve the guest experience and make photo-taking one less hassle to worry about," said Mike Gomes, vice president, Disney Photo Imaging. "Disney's PhotoPass service enables guests to enjoy special moments without having to fumble for the camera — plus Dad or Mom gets to actually be in the photo instead of being stuck taking the pictures. With ongoing enhancements to our online service, guests can more easily enjoy their Disney photos and have access to the complete portfolio of their Disney memories after their vacation ends."

DisneyPhotoPass.com now features more ways for guests to have fun with their Disney photos. Along with viewing, sharing and ordering photos, guests can order a CD of all of their Disney's PhotoPass images. Plus for an even more complete experience, they can upload photos from their own cameras to order prints with Disney borders and create special keepsakes. The site's "PhotoStore" offers Disney's PhotoBooks — customized scrapbooks that feature the Disney characters on the pages — and Photo Greeting cards. Additional enhancements including new keepsakes such as mugs and T-shirts have recently been added and more keepsakes will be offered later in the year.

For more information about Disney's PhotoPass service, visit www.disneyphotopass.com.