

TapSnap Blog

Where TapSnap Photos Become Art

by TapSnap



An amazing transformation is happening with TapSnap photos across the country. With all of TapSnap's tremendous possibilities to digitally alter their photos, event guests are taking photo booth photography into the stratosphere.

“We’re turning photo booth photography into art,” says Scott McInnes, TapSnap’s founder and CEO. “Event guests everywhere are unleashing an incredible amount of creativity and producing truly stunning and unique images.”

Take for example this photo of event guests going to face-to-face with King Kong, taken at the Charleston Jewish Federation Young Adult Division's Jewbilee on December 24.



“When the group of ladies saw the King Kong background, they immediately wanted to stage something fun and use it,” says Alada Shinault-Small (TapSnap 1002). “We figured out the right positioning, I told them to grab their weapons, strike their poses, freeze - then 3..2..1 and voila!”



Guests came back again and again to try different poses, select different backgrounds and add their personal creative touch.

“This couple wanted to create a steamy hot pic,” says Alada. “They tried several poses until they found the one that they liked and that they could hold. Then they found the mood-evoking backstreet black/white background then took it one step further and converted themselves to grey tone for the final effect.



Green Screen Wow!

As you can see, these photos have evolved far beyond the average pictures you get from a photo booth.

TapSnap’s ever-growing array of digital green screen backgrounds (<https://tapsnapthemes.smugmug.com/Green-Screen>) creates a fantastic canvas for guests. Guests take their picture in front of a green screen and then digitally choose their background. They can picture themselves anywhere in the world they want to be, in front of the Taj Mahal, the pyramids in Egypt, in the French palace of Versailles and so many more.

Digital props gone wild

TapSnap’s digital props add another dimension to the photos. It starts with funky sunglasses and Mexican hats and gets a whole lot wilder.

Throw in a well-placed few flying cats, a burglar’s mask or Will Ferrell’s head on top of someone’s body and the photo becomes even more unique.

Event guests can also add a newspaper header so it looks like you're front page news, or speech bubbles with text, so you can literally put the words in someone's mouth.

The TapSnap Prop Box

Also in the mix is your treasure chest of handheld props: cowboy hats, feather boas, pirate swords and curly moustaches. If it's goofy, fun or fantastic, you'll find it in

TapSnap's prop box. When guests mix TapSnap's prop box with a green screen background, sparks tend to fly.



The latest, greatest photo booth technology

Ultimately, TapSnap is transforming the way photo booths take pictures, and we're committed to staying ahead of the curve.

"We're pushing the limits on what a photo booth can do, and continually evolving our product to incorporate the latest technology so it astounds and amazes guests everywhere. People keep telling us they've never experienced anything like it," says Scott.

Topics: Consumer, General

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TapSnap Blog

The Beauty of Simplicity

by TapSnap



When you want to make the best kiosk, you go to the pros. TapSnap turned to the expertise of industrial design company Olea Kiosks to realize their vision for a high-tech photo booth that is fully integrated with social media.

“We wanted a really big 42-inch, active fun experience with a multi-touchscreen that allowed multiple people to take their picture all at the same time,” says Scott McInnes, the CEO and founder of TapSnap, which launched in April this year and now has franchise operations in most major North American cities. “We’ve worked with Olea Kiosks before and we knew they would help bring our vision to life.”

With hundreds of customers and 15 different custom products, Olea Kiosks produces 2,000 to 3,000 kiosks a year, manufacturing them in their Los Angeles County headquarters.

Here’s what the CEO Frank Olea had to say on the creation of TapSnap.

Less is More

“I tried to put myself in the perspective of people renting the kiosk,” says Frank. “A bride has spent thousands of dollars on dresses and décor and flowers. The last thing she wants is a big black box in the middle of her wedding. TapSnap had to have style. It needed to look clean. The white design means it just blends in. It is just really very simple. We went at it with the idea that less is more.”

Portability

The goal was to make TapSnap as light and transportable as possible and slim enough that it would be easy to fit the machine into any venue.

“We knew the situation wouldn’t always be ideal,” says Frank. “That sometimes TapSnap owners would be carrying it out of people’s backyards and upstairs and into all of the wacky places you can go.”

A two-part system solved the portability problem: a giant touchscreen, and a sawhorse-inspired stand that can be set up and down quickly. The tablet is aluminum to keep the weight down, while the stand is mild-grade steel for weight and stability.

“TapSnap was designed with portability in mind,” says Frank. “You won’t find anything like that on the market right now.”

There are other portable photo booths on the market, he says, “but they look portable.”

Frank designed it to look as much like a giant tablet computer as possible so people would recognize the machine as something they know and feel comfortable with it.

“We didn’t want people to be afraid of it,” says Frank.

TapSnap in Action

Just a few days ago, Frank took TapSnap to a friend’s fortieth birthday party.

“My friend was complaining that too many people were hanging out at the photo booth instead of the party. Most of the guests were in their 40s but acting like teenagers with the machine,” he says.

“The open air design and the large-format screen gets everybody going. It snowballs. Because you can see what’s happening it’s such a draw. And you get photos you couldn’t get from a photographer. This is people acting the way they want to act.”

Made to Last

TapSnap is made to last.

“Everything is designed so it can be easily fixed if something goes wrong,” says Frank. For example if the touchscreen glass gets broken, it is possible to extract and replace the glass using ordinary hand tools. Other parts are similarly replaceable.

TapSnap is Green

TapSnap is designed for the long-haul, but years down the road it can easily be broken down and recycled. The computer and touchscreen can be removed and become e-waste.

The aluminum from the touchscreen and the steel from the stand can easily be recycled.

“TapSnap is definitely a very green product,” he says.

Topics: Consumer

TapSnap Blog

The Screen is Green, the Possibilities are Boundless

by TapSnap



TapSnap's latest software update incorporates a new feature – the Green Screen – and that means branding your TapSnap machine for corporate events just became a whole lot easier.

“The way the Green Screen works is you take your picture in front of a green background and then when the picture comes up on the TapSnap screen there’s a whole new background image slotted in behind the shot,” says Mark Rudolph, TapSnap’s Director of Product Development. “And just like that, you could be in Paris or in London. It’s that simple.”

For corporate events, this means it is now possible to use a custom-designed corporate background screen for your event, and pre-program it on the screen. Many people have been doing this already by creating and printing custom backdrops. Now it will all be digital.

You can also choose from pre-programmed backgrounds like the Eiffel tower, Everest, a tropical paradise and more.

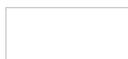


The first version of this update to Snap software allows for one background per event, but later versions will incorporate the backgrounds as a digital prop, so people will be able to choose the background they'd like for their picture.

Greenwithenvy

TapSnap is launching the "Green with Envy" Twitter campaign in Vancouver to celebrate the occasion and let people know about our new capabilities. The tagline is: "We're so green even the green men can't be seen."

"We want to create greater awareness of our new Green Screen capabilities, as well as TapSnap as a whole," says Claire Nagle, the Event Coordinator for TapSnap. "We also want to increase our likes on Facebook." Hint, hint. So everyone, please go to TapSnap's Facebook page and like TapSnap if you haven't already, and follow TapSnap on Twitter and get ready to be Green with Envy.



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TapSnap Promotes Westin Hotels at Major New York Event

by TapSnap



TapSnap has arrived in the hub of the universe: New York City's Grand Central Station.

The Westin Hotels and Resorts event, called "From rush hour to relaxing" gave commuters a chance to envision their next vacation or weekend getaway Westin-style in the Station's glamorous Vanderbilt Hall. All of the incredible possibilities of Westin Weekends and Starwood Hotels were on display: ski parks, golf resorts, luxury beach vacations and so much more, as well as a chance to win one of 800 fabulous prizes, everything from a Westin Weekend to free meals at their fabulous restaurants.



The four-day, four machine extravaganza was a major deal for New Jersey-based franchisee Milton Guerrero – the kind of event he knew was possible but hadn't seen yet.

“The idea was to create an experience and generate excitement around Westin Hotels,” says Milton. “So we used TapSnap to take pictures of people in front of Westin and Starwood Hotel backdrops – things like a tropical beach resort, a ski resort and more so guests could see themselves in these beautiful locations. Then Westin gave them a frame for their pictures, and inside the frame they'd find out if they won a prize.”

Teamwork

The deal was so big he teamed up with Philadelphia franchisee Ben Bender who contributed two of his machines. The event averaged 1,000 to 1,200 pictures a day, and while it didn't take advantage of TapSnap's social media sharing capabilities, guests were encouraged to email and share their pics on their own social networks.



The event ran daily from October 7 to 10, and there were also two evening events, an industry party that included guests from the likes of Bizbash magazine, and a charity auction. “This event was great exposure for Westin Hotels and TapSnap,” says Milton. “I'd like a few more like this one. This will open doors to more opportunities. It catches on. People think that if you're good enough for Westin Hotels, you're good enough for them.”

Getting the Gig

Milton was contacted by a company called Chase Design who was working for Westin Hotels.

“It came down between us and a competitor,” he says. “They were really impressed with our technology and how interactive TapSnap was and the digital props, but they had previously worked with the other company. There was some back and forth where we explained TapSnap’s capabilities. In the end, they decided to take a chance on us.”

He’s glad they did.

“Overall the feedback was phenomenal. I felt the event was a huge success.”

Topics: Consumer

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This is Why We Love Doing TapSnap

by TapSnap



Here at TapSnap we've got a lot to be grateful for this Thanksgiving. We've been having tons of fun and it just keeps getting better. All across the continent we've had the chance to be part of thousands of wonderful, once-in-a-lifetime moments -- weddings, graduations, anniversaries, bar mitzvahs and more.

TapSnap CEO Scott McInnes started TapSnap because he believes business should be fun. We say that TapSnap is more than a photo booth, it's an experience, one that brings people closer together. At the end of the night, it's not just the wonderful photos you have, but the fun you have taking them together.

TapSnap moves emotions

"I've never been involved in a company like this before, one that evokes a sense of happiness and thankfulness and excitement – that it actually moves emotions," says Shreveport, LA-based franchisee Ryan Wooley. "It seems to me that TapSnap takes the energy at an event and multiplies it, causes it to bubble up and gets other people engaged and excited."

Jose Areizaga, who is the operations manager for Ryan's franchise, says, "We are running a business. It is about the bottom line. But at the end of the day, when you have events and clients say they love what you did, it gives you a sense of pride and accomplishment that people loved it. That makes it worth it, it puts everything in perspective."

Charlotte, N.C.-based franchisee Jennifer Weintraub wrote on her Facebook wall: “This is why we love doing TapSnap” after someone wrote this comment on her wall about TapSnap at their class reunion: “Those pictures from TapSnap are priceless. I am so pissed I didn't take more pictures with more classmates. We have created a everlasting memory of old friends having a wonderful time...”



Whole generations in one picture

We've seen entire generations of families, whole offices of colleagues, entire sports teams squeezed into one photo. TapSnap franchisee Carol McCue says one of her favorite moments was when: “Three generations of a family took their photo together – the grandparents, the parents and the grandchildren. I printed it out and gave it to them and they were so happy. I just really felt pleased to have been there and been a part of helping people make memories,” she says.

That's what we're doing with TapSnap, creating memories and bringing people together in pictures that become more than the sum of their parts.

So thank you TapSnap, for all of those magical moments, the smiles, all the laughter, all the friends and all the love. Let's keep sharing the joy of phototainment!

What has been your best TapSnap moment? Share it in Facebook, Twitter or email socialmedia@tapsnap.net and let us know.

Topics: Franchise

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Live Props! Backcountry.com Hosts a Wild Employee Appreciation Party with TapSnap

by TapSnap



Backcountry.com is one of the world's largest online outdoor gear retailers, so it makes sense that their employee appreciation party would be more than a little bit 'wild.'

The setting was Utah Olympic Park, and the plan was to take advantage of the activities like alpine sliding and freestyle ziplining, but the weather had other ideas. A massive rainstorm had the city under its grip the morning of the party, and organizer Sara Hutchison and her team were considering pulling the plug.

Being Adaptable

"Kim came early with her TapSnap to set up for the event, and we were deciding what to do about the weather. She hopped in and was part of the team, helping us decide to continue, and just went with it," says Sara, who is Backcountry.com's HR Employee Engagement Lead, otherwise known as the Director of Fun.

Instead of the backdrop of the Park's ski jump for the TapSnap photos, Kim was in the children's tent, along with the face-painter, balloonists and the boa constrictors.

"Right next to TapSnap was another Kim with her cold-blooded friends. It was a show of reptiles," says Sara.

Live Boas!

Live snakes, tarantulas and other creepy crawlies were on hand with a local business, Kim's Cold-blooded Creatures <http://www.kimscoldbloodedcreatures.com>, and made for some very wild TapSnap pictures. The combination was such a hit that Kim plans to offer this as an add-in for clients.

After the event, Sara emailed a link with all the photos to her employees, and she's going to save the photos of snakes to use for special occasions like when someone gets promoted.

Bringing Employees Closer Together

Because it was an employee appreciation event, TapSnap was there more for phototainment rather than social media promotion.



“We know that people that hang out together tend to stay longer at the company,” says Sara, and TapSnap is one way to encourage interaction and bonding at employee appreciation events.

She adds that Backcountry.com is exploring an internal social platform for their intranet, and would use something like TapSnap to post photos after company parties like this one.

“We live in a social media world where people like to post and share things,” says Sara. “TapSnap makes it easy to share event pictures. And I love you can write on the screen. There were some very witty comments on the pictures with the snakes.”

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