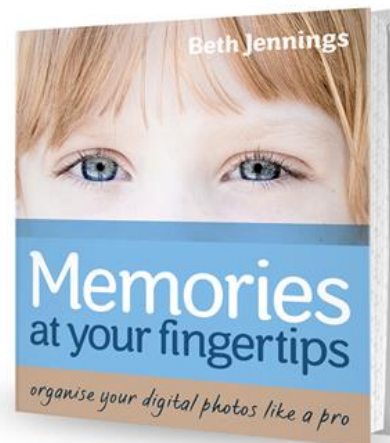


# Book Media Release



Photographer Beth Jennings helps the next generation inherit their childhood in pictures.

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The advent of digital photography means that more pictures are captured now than ever before. Technology is intended to make life more efficient but in the case of photography, a giant leap backward has occurred. Gone are the days of the photo album where personal histories could be relived through the turn of a page. Now, hard drives are filling with photos files in unmarked folders, creating nothing more than a hard drive mess for the next generation to inherit.

Beth Jennings, of **Beth Jennings Photography**, holds a degree in Commercial Art Photography from RMIT University. She's an award-winning Associate with the Australian Institute of Professional Photography and has travelled the world photographing personal and professional journeys since 2006. She leads two photo groups with 3000 members globally and teaches camera enthusiasts how to capture their life in beautiful photos.

By 2008 Beth had overcome all her digital photography headaches and was shooting, presenting to clients, sending files to international suppliers for prints and book production, and blogging the results, all seamlessly from her laptop computer. Through her photo groups Beth has seen many keen photographers encountering the same issues around photo management, image enhancement and creative projects that she experienced years before.

She has extracted the essential tools needed for photo management and hence '**Memories at your fingertips – organise your digital photos like a pro**' was realised in 2014.

Beth is on a mission to see the next generation children inherit their childhood in pictures, not thousands of photos in a jumbled hard drive mess. Her goal is to see her book accompany the purchase of every new camera so that photographers will never again lose the moments that matter most to them.

For further information and to purchase the book, visit [www.bethjenningsphotography.com](http://www.bethjenningsphotography.com).

**BJP.**