



Media Contact

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Brown Box Imaging reimagines the Photobook

Announces the Launch of “MediaPix”, a revolutionary new app and media-book publishing service for Generation Next. Redefining the way stories and images of life precious events are created and shared.

Product launched in Mumbai, Pune, Delhi and Bengaluru

Bengaluru, July 3, 2015 – Brown Box Imaging Pvt Ltd, a new age imaging startup, announced the launch of “Media-Books” a new product that aims to fundamentally change the way stories of life's important events are created and shared. A Media-Book is a 'powerful and new' way of telling the story of an event or a product. It is a multimedia book that combines still pictures, video, audio and text to create more impactful stories. The media-book can be shared securely through a dedicated free mobile app called MediaPix, which is available on the both iOS and Android platforms for both phones and tablets.

According to Prabhala Raghuvir, Founder and CEO of Brown Box Imaging “India is one of the youngest countries in the world, with over 50% of population being below the age of 25 yrs. India is also one of the fastest growing smartphone markets in the world. This young generation is photo savvy and believe in sharing their life with friends – as can be seen from the popularity of Facebook, Instagram and WhatsApp. Unfortunately a Photobook, which is what most consumers are offered today by photographers for weddings, is not something that can be easily be shared'.

Brown Box Imaging leveraged the power of smartphones and the latest technology in the field of publishing to create a new concept called 'Media-book'. A media-book is a multimedia e-book that incorporates images, video, audio, web-links and slide shows to create a more powerful story of any event – whether it be weddings or school photography or corporate communication.

These media-books can be shared via a dedicated mobile app 'MediaPix' which is available on both iOs and Android platforms for both phones, tablets as well as phablets.



“Today's consumer is looking for products that are futuristic, fun and can be shared easily. This is after all the 'selfie generation'. This generation is tech savvy and eco conscious. This generation is also pressed for time. The traditional album / photobook hasn't changed in form factor for a long time. Media-books combine the best of images, video and other media to create a revolutionary new product that addresses all these' said Prabhala Raghuvir

Brown Box Imaging currently offers this service to consumers through photographers in Mumbai, Pune and Delhi and is now extending this to Bengaluru. Planned rollout includes Middle East and South East Asia in the near future.

“We think that in the future all stories and books will incorporate multi-media content. We want to make MediaPix as the app through which consumers and photographers, throughout the world, share all their professionally created stories and media-books”, said Prabhala Raghuvir

About Brown Box Imaging Pvt Ltd.

Brown Box Imaging, an imaging startup incorporated in Mumbai, aims to redefine storytelling for the new generation by leveraging the power of mobile phones and cutting edge imaging technology.

To learn more, visit www.brownboximaging.com and www.mymediapix.com

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