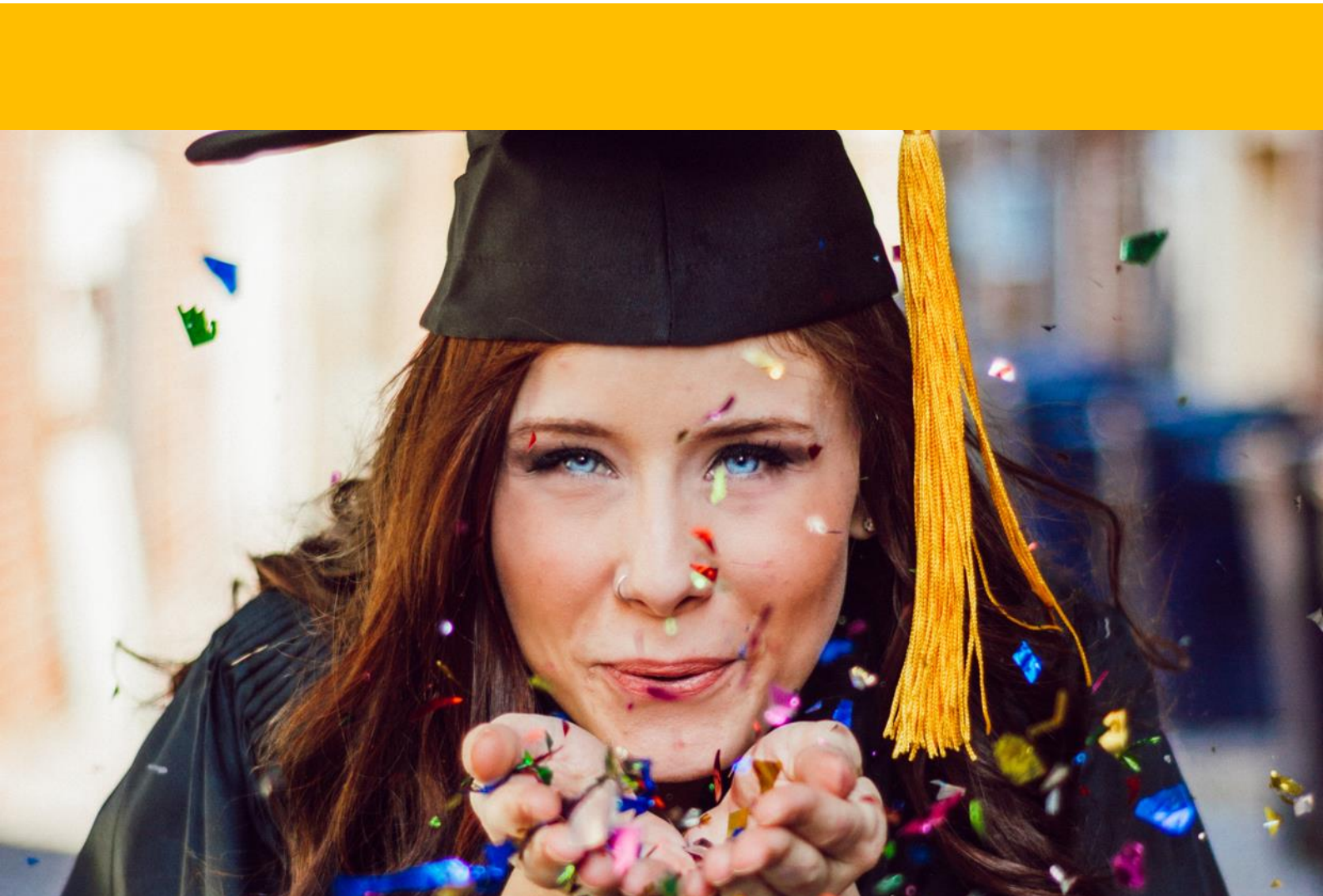


# Thriving In The Pandemic.

A Success Story How Foolography's ENTAGGED Helped DarbyPhotos Survive The COVID Pandemic.



## Why the ENTAGGED, Paul?

“It’s **reliable, consistent, and easy to use**. No matter the setting or environment, the ENTAGGED delivers day in and day out. Using the ENTAGGED is a simple way to connect our images to customers with **zero contact**.”

“We **don’t have to be restricted** by working tethered. The tiny Bluetooth module plugs into the USB port of our Nikon cameras.”

“The **automatic association** happens after the shoot when the files of the photos are uploaded to our computer and software program, creating the link between individual and photo, **saving countless hours**.”

“I am in Canada, they are based in Germany. The geographical location has not been an issue at all and they have provided me the **service as if they were local** to me.”

“I can say with confidence **without ENTAGGED I do not know where I would be** today as a business. I cannot say enough positive things about my experience with Foolography. **They have been there** at every step if I had a question or needed any help.”

## Key Takeaways

2020 arrived and Paul quickly realized they needed to **adapt in the new world** which meant being **100% contactless** and distant from their subjects.

He needed to exclusively find a **reliable solution** to connect a barcode number scan to a student for their school and sports photography.

COVID has taken several of his **competitors out of business** and it would be possible he would have fallen to the same fate without this easy, simple way to connect his images to his customers with **zero contact**.

The ENTAGGED will continue to be with them **every step of the way** and they look forward to adding additional units to their workflow for the upcoming fall season in August, 2021.

Their **future is bright** as they have experienced **exponential growth** even in turbulent times.

## Paul's Story

Paul is a volume photographer who primarily photographs youths between the ages of 4-18 years through amateur sports and elementary school photography. He operates and owns a printing lab and controls all aspects of the photography experience for his customers. They photograph schools of all sizes, ranging from 100 students to 800 students, and sport leagues ranging from 50 players to 4,000+ players. He works in all different types of settings, venues, and environments, including outdoor sport fields, rain, sun, heat, sleet, ice rinks, school gymnasiums, etc. He and his team use a set of Nikon cameras.

Then 2020 came... Paul understood that to "exist" in this new world they found themselves in, they needed to be contactless and distant from the students and athletes they photographed. This was the catalyst that forced them to change from their comfort zone and system they had used for the past 25 years, especially for sports photography. They switched to the ENTAGGED system and found the use of the metadata comments field more streamlined and it worked even better with their workflow. They have since used the ENTAGGED system exclusively and have not looked back.

---

*"I would recommend ENTAGGED without hesitation. Thank you to Foolography for playing such an important role in my company's success and continued existence moving out of our COVID world back to normal." – Paul Darbyshire*

---

GET YOUR ENTAGGED NOW  
AND START  
SAVING TIME AND MONEY

