

**Name:**

Lamis Magdy

**Profession/Services:**

Wedding Photographer

**Industry:**

Photography

**Founded:**

2018

**Location:**

Egypt, Africa

**Instagram:**

lamismagdy

## MAKING MAGICAL MOMENTS LAST A LIFETIME

**Objective**

- To depict true tones of colour and superior quality prints
- To invest in an affordable, professional in-house printer and avoid sub-standard prints

**Approach**

- Investing in a highly effective printing process with an advanced multi-colour ink system that delivers quality results, at an affordable cost

**Challenges**

- No control over print quality output at commercial printing studios
- Lack of accurate colour tones
- Loss of time

**Results**

- Impeccable print quality
- Advanced 12-colour ink system
- Cost efficient
- Seamless workflow process
- Printer can be connected to five devices

# Canon

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## INTRODUCTION

Capturing the most magical moments in life and making them last forever, is what drew Lamis Magdy to wedding photography in Egypt. Weddings signify milestones where pure joy and happiness are experienced, where printed photos hold deep value in memories. Lamis loved this and she wanted to capture different emotions on special occasions that could be cherished forever. What made this line of work rewarding for her was witnessing clients' expressions of joy when going through their printed photographs.

Lamis started off as an assistant in the wedding photography industry, to train herself and get a deeper understanding of the work and processes involved in the profession. She worked in this role for a few years and gained great insight into what really mattered to brides and grooms. They wanted impeccable quality printed photographs and the right colour tones. So, Lamis decided to invest in her own wedding photography business. Her creative inspiration comes from her surroundings on the wedding day, like the room where the bride gets ready, the bride's dress, the way she looks, the emotions that shine through, the wedding décor and everything else. This helps Lamis determine what to present in her pictures.



**As a wedding photographer, if you cannot provide exceptional quality prints to steal the hearts of your customers at first glance, you will not be able to succeed in the field. Clients will not accept anything less than a perfect print quality for their special wedding day - which is once in a lifetime. The true colour tones of my pictures are crucial and with the Canon imagePROGRAF PRO-1000 printer, it has an advanced 12-colour ink system, which allows for a wider colour gamut, bringing my photos to life. This has elevated my business offering, while delivering the superior quality my clients desired.**

**Lamis Magdy,**  
renowned wedding photographer

## Significant challenges

It was difficult for Lamis to do justice to her photos because it became clear that what was captured on camera, was different to what was printed on paper. There were no printing vendors in Egypt who could provide the level of quality she was looking for. She knew that if the colours were different on print, her efforts would be pointless. She realised there was no room for error and every photo had to be accurate in terms of true colour tones and paper quality.

Lamis had to find a way to get the best class prints, so she began outsourcing this work to a vendor based in the United States, which was an expensive exercise. It took a toll on the productivity levels of her business because the co-ordination was time-consuming, adding to the already overwhelming number of responsibilities on her shoulders. The ripple effect was that she had to charge her clients additional amounts which was not good for cementing client relationships. She now she needed to find another way to help her business.

**“The prints now capture details and colours to perfection. They are unbelievably impressive, everything is within my control, which makes a massive difference to my business. Now I also have the capacity to take on extra projects. The Canon imagePROGRAF PRO-1000 is everything that I have ever wanted out of a printer. Canon is your best bet if you want to take your business to the next level without compromising on quality or burning a hole in your pocket.”**

## Canon solution

It was essential for Lamis to find an affordable printing solution that would provide outstanding quality prints with in-depth colour precision. With the Canon imagePROGRAF PRO-1000 printer, Lamis was able to print striking, borderless images in larger sizes, without compromising on quality. It was also crucial to have the prints in front of her to see them first-hand on paper, which empowered her to deliver even better results to her customers. In addition, Lamis was able to print at any time when convenient to her, affording her time to focus on the creative process.

She simply connects the printer to her mobile phone and starts printing, which is a total game-changer. It also has a high print speed and supports a wide range of paper materials such as matte, fine art, glossy, baryta and canvas. Previously, Lamis had to wait weeks, or even months, to see the prints, but now she can do it all within a day or two.

“Having a Wi-Fi connection within the Canon imagePROGRAF PRO-1000 printer gives me a seamless workflow process. I do not even have to use my computer or my laptop. I can just use my phone. It also has a feature that allows me to connect the printer to five devices. So, it can work off any of my devices, and can be printed immediately and easily.”

Lamis now has time and the capacity to take on extra projects, which means she can take her business to a new level. She is thankful that her clients trust her with their special moments in life.

“If you’re looking for the best quality in-house lab, this is your printer. Having the Canon imagePROGRAF PRO-1000 printer in-house permitted me to provide a fully-fledged, ultra-luxe photography studio finish, increasing the value proposition of my business. Brides and grooms who walk into my studio now see photographs being printed right in front of their eyes and are instantly impressed by the entire process. The Canon imagePROGRAF PRO-1000 printer totally changed the way I conducted my operational processes.





### Side by side

Lamis is excited about the future and hopes to one day expand her business by continuously providing exceptional quality photographs and prints. She hopes to see a boom in the wedding photography industry in Egypt. “When your consumers’ expectations are high, you need to ensure that your results match their expectations”.



To watch this Photographers story,  
please visit [en.canon-cna.com/canon-print-hub/](https://en.canon-cna.com/canon-print-hub/)

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