



Shoot & Sell: Portrait Sales on the Go!

From the creators of the [Photographer's Wall Display Guides](#), comes [Shoot & Sell](#) - a new iPad app for photographers to help their clients "picture their pictures" on the walls of their home.

Whether meeting with clients at their home, the photographer's studio, or anywhere in between, [Shoot & Sell](#) lets photographers create wall display designs using beautiful stock room backgrounds, a picture of the client's actual walls or a picture taken on the spot with the iPad's camera. Thanks to the app's unique ability to calibrate any room image, images are shown in actual proportion providing an easy, realistic size reference.

Designed by a photographer for photographers, [Shoot & Sell](#) is also a powerful tool for any visual artist, from painters to printmakers to Etsy shop owners - all can benefit from showing potential clients the impact that their art can have when placed on a wall.

"Photographers who purchased the [Photographer's Wall Display Guides](#) (the desktop version of this app) have told me time and time again that they doubled or tripled their large print and canvas sales immediately" says Ariana Falerni, photographer and creator of the app and the desktop Photoshop version. "I have no doubt that this app will do the same and more. The unique ease of use and touch gestures of the iPad makes it even more fun and interactive to create wall displays and clients love seeing the designs come to life before their eyes!" she continues.

Features:

- Add images from iPad's library, Dropbox or Flickr
- 15 multi-image templates - many available as clusters/collections at popular professional print labs like H&H, Simply Canvas, Mpix Pro and more.- more available in future updates via in-app purchase
- Two-finger pinch or spread to see single images in as many as 31 portrait sizes - user can customize which sizes to show or not show to match their own product offerings
- Two finger rotate to change canvases from landscape to portrait orientation at will
- Frame single images - with or without mats in 5 basic colors and 8 combinations of frame and mat widths
- Scale, zoom, flip and rotate images to find the best crop and even straighten out horizon lines
- Choose from the 10 included stylish stock room backgrounds or import and scale your own room images with the easy to use calibration tool.
- Additional stock room background images available as in-app purchases
- Change wall and furniture colors of stock room images
- Room backgrounds can also be taken on location using the iPad's camera

- Share designs by email, Flickr, Facebook, twitter or to the iPad library
- Ability to save and re-open design projects
- Image size labels that can be toggled on and off
- [Organic Bloom](#) frames coming soon

The app requires iOS 4.3+ and will debut in the iTunes store at \$59.99 for one week only, at which point it will go up to \$79.99.

“It’s a great deal” says Ms. Falerni of the price point- “Desktop versions of similar software run in the hundreds. There’s no better place to put your money towards than in a sales tool where you see an immediate return on investment, often with the very first use!”

More information:

Learn more about Shoot & Sell at <http://www.shootandsellapp.com>

Learn more about the Photographer’s Wall Display Guides at <http://www.arianafalerni.com/design>

Email: hello@shootandsellapp.com

Trailer video: <http://vimeo.com/48565898>

Social:

Twitter: <http://www.twitter.com/shootandsell>

Facebook: <http://www.facebook.com/shootandsellapp>