



PRESS RELEASE
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FOR IMMEDIATE RELEASE

guppyPOD™ Leads Event Marketer Magazine's Top Technology Tools for 2013

HOUSTON, TX ó *Event Marketer Magazine*, the most trusted and respected resource on experiential marketing, has just named **guppyPOD™** one of the top event technology tools for 2013...the only such tool to receive a 5 thumbs up out of 5 ödo it nowö rating from the prestigious publication.

A product of event activation company *Catch the Moment*, **guppyPOD™** is the worldø smallest photobooth kiosk capable of generating hundreds of prints an hour from photos taken by guests:

ÉAt the stationary **guppyPOD™** location
ÉOn smartphones all around the event using popular apps such as Instagram

All photos taken, *both stationary and mobile*, can be pushed to a gallery on **Facebook** in real-time or after the event is over.

öPhoto activation is liberated and a kiosk has done it,ö says Event Marketerø Ken Briodagh. öIøve been waiting for a solid solution to consumer-generated photo activation for years, and this is the first one Iøve seen that works. Love.ö

Measuring just 20öH x 13öW x 19öD, the **guppyPOD™** photo booth kiosk seamlessly integrates with the décor of any event or retail location. Easily set up and staffed by one person, itø perfect for any event environment or business that requires an engagement solution with an option for consumer data collection:

ÉPublic Events (sporting events, festivals, trade shows, concerts)
ÉCorporate Social Events (conferences, meetings, holiday parties)
ÉPrivate Celebratory Events (wedding receptions, bar and bat mitzvahs, milestone birthdays)
ÉRetail Locations (including bars and restaurants)
ÉPhoto Booth Rental Businesses

The **guppyPOD™** photobooth kiosk is available worldwide for purchase, lease, or one-time rental with a wide range of affordable financial plans designed to accommodate every scenario and budget. View more about **guppyPOD™** and see it in action at www.guppypod.com

About *Catch the Moment*:

With field operations throughout the United States, and the ability to lease equipment and technology for event activations worldwide, *Catch the Moment* offers custom photo activation marketing solutions to experiential agencies, brands, and corporate event planners that are looking to enhance guest experiences in event settings of all kinds including sporting events, festivals, trade shows, and concerts. The company has activated events for blue-chip brands such as Coca-Cola, McDonaldø, Nike, Maxim, AT&T, MTV, Yahoo!, and many others.