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### **Photizo Mobile Brings Insights to the Masses**

MIDWAY, KY (May 7, 2013) — The Photizo Group announced Tuesday the launch of its new mobile application, Photizo Mobile, now available for free on iTunes and Google Play. The Photizo Mobile app delivers the most important headlines from the imaging industry directly to the user's mobile device on a daily basis.

Photizo Mobile answers the question, what is most important in the imaging industry today? The Photizo Mobile user will benefit from the Group's deep industry expertise and the convenient delivery of top imaging headlines, including trends, announcements, and market events. Photizo finds the day's most important information, so the user doesn't have to.

The app delivers the day's top three industry Insights and provides a brief synopsis of each topic prepared by one of Photizo's expert analysts.

According to Ann Priede, VP of Photizo Group's Publications and Services, "Our goal is to bring Photizo's insights to the entire imaging industry. In essence we are bringing insights to the masses by making it easy and convenient to have the information you need."

Ed Crowley, CEO added, "We are the first marketing intelligence firm to deliver an insights app to the market. Since our founding we have been at the forefront of providing marketing intelligence which identifies not only current trends, but the trends which are shaping tomorrow's markets. Now we are breaking new ground in how these insights will be delivered to the market."

Photizo Mobile compliments, but does not replace, the broad array of market intelligence services which Photizo Group provides to the leading technology providers and channel partners in the imaging market. According to Ms. Priede, these services are fine tuned to provide the very deep, detailed insights major corporate clients need. Whereas Photizo Mobile is designed for individual users.

The app is being announced at Photizo Group's Global Transform 2013 conference in Scottsdale Arizona, the leading conference for the imaging industry.

#### **About Photizo Group**

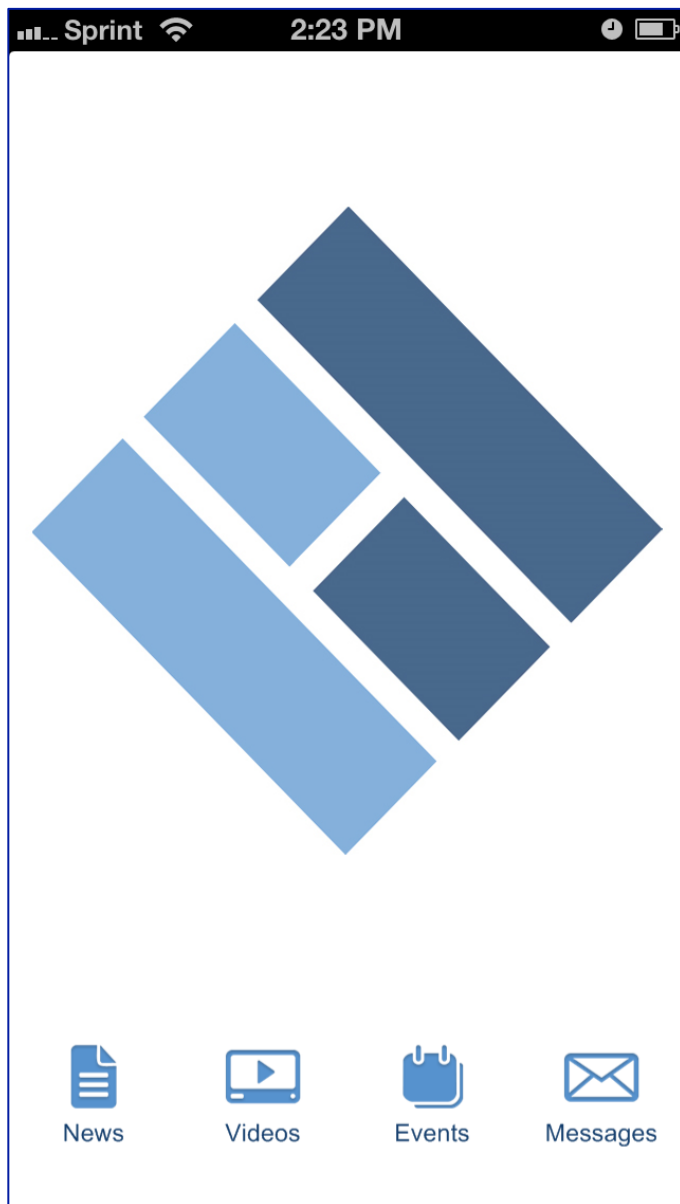
A leading transformation firm, Photizo Group assists clients in transforming their businesses from product-centric to services-centric companies. We provide clients with innovative and practical market intelligence, consulting, and education services based

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upon our deep industry insight and objective analysis. Photizo is a trusted advisor and provides clients, as well as the entire imaging market, with visionary guidance to help make successful business decisions. [www.photizogroup.com](http://www.photizogroup.com).

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