



PRESS RELEASE
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FOR IMMEDIATE RELEASE

Introducing **guppyPOD™** - The Stationary **and** Mobile Photo Booth

HOUSTON, TX -- *Catch the Moment*, the leading provider of experiential marketing, photo activation, and event photography services in the United States since 1998, has just developed **guppyPOD™** - a revolutionary photo that provides an event experience like no other- generating custom prints from photos taken by guests:

- ÉAt the stationary booth location
- ÉOn smartphones all around the event

All photos taken, both stationary and mobile, can be pushed to a gallery on Facebook in real-time, or after the event is over. View the **guppyPOD™** promotional video at www.guppyPOD.com

“We live in a user-operated world in which smartphones have become pocket-size photo booths,” says National Marketing Director Mike Kramer. “For anyone who plans events, **guppyPOD™** is the first photo booth to effectively incorporate this crowdsourcing aspect, combining classic photo booth elements with the power of smartphones to create the best of yesterday and today in one clean, open-air setup.”

guppyPOD™ fits into a photo booth size space, integrates with the décor of any event or retail location, and turns digital photos into commemorative souvenirs that are placed on display at the booth and claimed for free by guests.

The flexibility and customizability offered by **guppyPOD™** is unmatched by any photo booth on the market today:

- ÉCaters to all event guests, stationary and mobile
- ÉPhotos are generated as physical keepsakes, but can also populate social media photo galleries
- ÉLow maintenance...easily set up and staffed by one person
- ÉBackground of stationary photos and branding on prints can be customized for any event
- ÉGenerates hundreds of prints per hour

This flexibility makes **guppyPOD™** a perfect addition to any event environment or business that requires an engagement solution:

- 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
- ÉBars/Restaurants
- ÉPhoto Booth Rental Businesses

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guppyPOD™ is available worldwide for purchase, lease, or one-time rental with a wide range of financial plans designed to accommodate every scenario and budget.

About Catch the Moment:

With field operations throughout the United States, and the ability to lease equipment and event technology for activations in the U.S. or overseas, Catch the Moment offers custom 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 brands like Coca-Cola, McDonald's, Nike, Maxim, AT&T, MTV, Yahoo!, and many others.