

Genie Labs LLC Launches Beta Version of StudioGenie iPad Studio & Business Management Software for Pro Photographers

After 2.5 months of Private Beta testing, Genie Labs LLC today released the Public Beta version of StudioGenie for photographers. StudioGenie is designed with focus on 'Mobile First' and enables Pro Photographers to perform various day-to-day business activities on their iPad, enabling them to finish their tasks while they're on the move.

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Genie Labs today announced the release of StudioGenie, the iPad Studio & Business Management software for Pro Photographers. StudioGenie is an incredibly simple and intuitive iPad App & cloud based business management solution that mobilizes and simplifies photography business workflow.

Many of the existing studio management systems are not designed for and are complex to use on mobile devices. The web-based solutions require photographers to be online all the time, while the desktop solutions makes them fixed to their desks for all business activities.

StudioGenie is designed to solve these problems and make business management for photographers simple, mobile, fun-to-do and secure.

StudioGenie iPad App enhances in-person customer interactions and helps photographers sell more through visually display of their products, services and packages. The photographers can add the customer-selected solutions to the cart, capture leads and instantly create & email quotes & orders. Further, payments can be tracked within the App. As the App is completely functional offline, the photographers can now finish these tasks even before the customer meetings are complete!

"Photographers make 3-5 times more money during in-person sales and proofing sessions compared to online sales!"

Photographers can now showcase their Portfolios; collaborate on concepts and ideas through visual images; and proof images during the in-person proofing sessions using the App. This enhances customer experience and enables the photographers to become their trusted partner for all photographic needs.

iPad data is securely backed up on the cloud and the StudioGenie Portal is the backend system to manage this data. StudioGenie Lightroom Plugin integrates with photographer's Adobe Lightroom software and simplifies their imaging workflow. Finally, ProofGenie Portal allows photographer customers to remotely proof images online.

"While designing StudioGenie, we looked beyond typical studio management capabilities. We looked at the entire business workflow of the photographer and identified ways to mobilize various aspects of this workflow in order to save photographer's precious time", adds Venu Gooty, the founder of Genie Labs LLC.

Contact:

Venu Gooty
Founder, Genie Labs LLC

Phone: 512-522-8368

Email: venu@studiogenie.net