ApplicationGap Announces: *Easy Release*
Model and Property Release iPhone App - Now in the App Store

*Create Unlimited Photo Releases on Your iPhone, in 12 Languages
and Get Them Signed Right on the Touch Screen!*

WASHINGTON, DC -- March 9, 2010 -- *Easy Release*, isn't a recent idea for ApplicationGap founder Robert Giroux: he thought about it for over 4 years during his work for Getty Images. A commercial and editorial photographer, Giroux knew there had to be a way to bring the model- and property-release process into the digital age. "Back then there wasn't a suitable mobile platform for it. I thought of using bio-metric signatures on an HP device or other PDA, but the bio-metric readers were expensive and uncommon. When it arrived, I knew the iPhone was the exactly right platform", says Giroux. Teaming up with friend and veteran developer Morgan Belford, Giroux was determined to change the archaic, tedious and completely paper-based release process. The result of that effort is *Easy Release,* an application for photographers which makes the release process easy, fast, and maybe even fun.

Any photographer who's carted around a stack of paper releases knows what a hassle it is. *Easy Release* solves most of the biggest problems with paper releases: it digitally collects all the data and signatures needed, right on the iPhone; it emails a PDF (and optional JPEG) of the completed release right to the photographer, into the safety of his (or her) email system (in the cloud) ; and it supports 12 languages, so the photographer always has the version he needs at his fingertips, no matter where, or who he is shooting.

"A professional photographer wants to take great pictures, not hassle models with confusing and time-consuming paperwork", says Giroux. *Easy Release* uses a "wizard-style" interface to speedily guide the user through the release creation process. The application uses advanced data-validation to make the process fool-proof, and to make sure all the required data is collected. Among its other notable features: it embeds a photo of the model or property in the release; it saves commonly used photographer information to pre-populate new releases; and it allows re-use of model, property, shoot and witness information, which can really speed things up during an elaborate shoot.

Easy Release also enforces release integrity. Once a signature is captured a release can't be edited without "dropping" that signature. Any change requires new signatures from the model, parent, property owner and/or witness.

The legal language used in the releases is the same proven language used by Getty Images and iStockphoto, widely seen as reliable industry standards.

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For more information, (media only):

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More *Easy Release* product information:

http://www.ApplicationGap.com/

See Easy Release in the App Store:

http://itunes.com/apps/easy_release