



[www.photoday.io](http://www.photoday.io)  
[info@photoday.io](mailto:info@photoday.io)

## FOR IMMEDIATE RELEASE

**WINTER PARK-FL. (Dec. 29, 2017)** – PhotoDay®, a product from Snapshots, announces today the next evolutionary step of picture day, a day that documents important milestones in children’s lives. PhotoDay is one of the first platforms in the professional photography realm to harness today’s technology and compile it into one application (both mobile and web-based), creating a unique and exciting user experience for photo labs, photographers and consumers alike. Utilizing PhotoDay’s FaceFind™ facial recognition technology, similar images are magically grouped together and compiled into one interactive gallery, perfect for sharing, ordering and shipping prints and photo gifts to family and friends.

PhotoDay also eliminates paperwork for the photographer and provides extensive reports to help manage their business. PhotoDay is a tool for all members of the photographic industry, bringing more value and increased demand for the creativity of professional photographers. Furthermore, it increases the flexibility for photographers to serve consumers in a fast-paced volume setting. Consumers can use the PhotoDay app to view their past images and order more prints and gifts at any time.

“We’ve designed a beautiful and interactive user-experience. Many families don’t even realize picture day is a fundraiser for our youth. We’re hoping to raise more awareness through our platform.” says PhotoDay’s VP of Business Development, Lisa Mallis.

## About PhotoDay

PhotoDay is a forward-thinking platform that simplifies the image management process for photographers, enhances the image searching and purchasing capabilities for consumers, and streamlines the direct to print gateway for photo labs. PhotoDay is headquartered in Winter Park, FL. For more information, visit [www.photoday.io](http://www.photoday.io)

## Media Contact

Lisa Mallis  
VP, Business Development  
[lisa@photoday.io](mailto:lisa@photoday.io)  
904-608-6608

