

Fundy Software, Creators of Fundy Designer, Announces New Gallery Designer at ImagingUSA 2016

Industry leading suite for professional photographers adds module to design and sell beautiful wall galleries

Portland, OR and Atlanta, GA (ImagingUSA 2016)—January 10, 2016- [Fundy Software](#), creator of Fundy Designer, the only template-free, full suite of design solutions for the professional photographer, today announced [Gallery Designer](#), a fast, fun design and sales solution for in-person sales. The product will make its public debut during [ImagingUSA 2016](#), being held January 10-12 at the Georgia World Congress Center, Atlanta. Gallery Designer makes it easy for photographers to guide their clients through the entire sales process with professional sidershows, image selections, wall art design and invoicing.

Jamie and Heather Schneider, owners of Dark Roux Photography, are New Orleans wedding and portrait photographers providing first-class service with documentary style wedding photography. Jamie says it's amazing how couples aren't even aware of albums and large prints. "Once I show them wall art and albums in person they instantly have to own it. It's like they don't even know they want it, because they haven't actually seen it."

Gallery Designer enables Jamie to show clients exactly what the art would look like on their wall, making it more real. "The program is so easy to use. We can accommodate client requests to make and see multiple changes so fast that there were no awkward moments during the sales session, allowing it to stay friendly and instantly gratifying for the client. This created a wonderful environment to sell."

Only Fundy Designer and its patented Drop Zone® technology empowers professional photographers to break out of templates and experience a new world where custom designs are just as fast as traditional automated designs. Gallery Designer can simplify the sales process, create professional presentation rooms, automatically show wall galleries to actual scale in a client's home and create web-ready exports for client approvals in Design Proofer. Equally important, Fundy has added one-click ordering from the world's best labs.

"Our Fundy Designer suite for professional photographers is inspired by the magic of print and its importance in storytelling," said Andrew Funderburg, Fundy Software founder. "Even in this age of technology, prints provide touch points that will forever connect this generation with past and future generations. Gallery Designer is another milestone in our mission to recognize the importance of print and adding customized wall art to help bring us closer to important moments and people in our lives."

Visitors to ImagingUSA 2016 can view a demo of Gallery Designer at the exhibit hall, booth 2019

Fundy Designer- Professional Suite for Professional Photographers

Album Builder- Design

A revolutionary, patented design platform provides a unique, organic approach to designing press books, lay-flat photography albums, fine-art albums and more.

Gallery Designer- Sell

Boost studio sales in a simple, dynamic solution. Professional slideshows, client selects, complex wall galleries and one-click ordering all at your fingertips.

Fundy Direct- Order

Order albums, canvas wraps, metal prints and wood prints without ever leaving the Fundy ecosystem.

Design Proofer-Proof

Get client feedback, manage revisions and collect client image favorites.

Blog Collage-Blog

Express brand and creativity with dynamic collages in seconds.

Image Brander-Brand

Image Brander makes it fun and easy to protect and market a business.

Images

<http://fundydesigner.com/product/gallery-designer/>

Availability

Gallery Designer and Fundy Designer are available for at www.fundydesigner.com/store

Show special for Gallery Designer only will be \$186 (25% off)

Fundy Designer suite at ImagingUSA will be \$374 (25% off)

About Fundy Software

Founded in 2008, Portland, Oregon-based Fundy Software is the creator of Fundy Designer, a professional suite for professional photographers. It's the only template free solution available that provides photographers the creative freedom to design, sell, proof and print, all in one application. Fundy Designer enables photographers to express their artistic vision within a fast, fun and powerful ecosystem. Visit www.fundydesigner.com

Media Contact

Jeff Denenholz

For Fundy Software

206-437-9810

Jeff.denenholz@gmail.com