

Fundy Software and SLR Lounge Partner to Help Photographers Capitalize on the Power of Printed Albums to Preserve Client Memories for Generations

“Art of Storytelling” initiative features Sony sponsored documentary and chance to win SLR Lounge 1-year premium membership

Portland, OR—May 16, 2016- [Fundy Software](#), creator of Fundy Designer, the only template-free, full suite of design solutions for the professional photographer, today announced an exclusive partnership with [SLR Lounge](#), a leading community of professional photographers providing educational and news content, to provide customized information and resources for professional photographers to expand their printed portfolios and in-person sales. The “Art of Storytelling and the Power of Print” campaign will begin in May and feature exclusive content such as “How-To” quickly and easily design albums and wall art and workshops focused on best practices to increase in-person sales.

“With the recent launch of our Fundy Designer 7.0, this is an excellent opportunity to work with a top photography community to help professionals stimulate their love of print and share albums and wall art with their clients,” said Andrew “Fundy” Funderburg, Fundy Software founder. “The next several months will be packed with amazing content including professional photographers sharing their stories to inspire all of us about the connections to the photographic printed form.

“Fundy” will embark on a historic trip to France to film a special documentary tracing the power of print back to a picture taken of his great-great uncle during World War 1 in France. The picture made it back to the United States but sadly, his great uncle did not. He’ll take a photo at the same studio where his uncle posed for the picture that “Fundy” has kept and been able to memorialize a relative that he never was able to meet in person. The documentary is sponsored by Sony and SLR Lounge.

The “Art of Storytelling and the Power of Print” campaign will leverage SLR’s highly successful platform to showcase original content focused on storytelling and featuring guest blog posts, the documentary and tutorials. Special highlights include a Sony camera giveaway and a chance for professional photographers to win a SLR Lounge premium membership, in person sales guidance and education as well as discounted service offerings.

“SLR Lounge is delighted to enter a partnership with Fundy Software to bring the “Art of Storytelling & the Power of Print” to the forefront of our patrons,” said Kishore Sawh, Editor-in-Chief. “Fundy has proven to be innovative, photography-centric, and quality-focused - all attributes we admire and reflect what SLR Lounge and our audience represents. We look forward to furthering and developing the knowledge and resources of the photographic community, together.”

About SLR Lounge

SLR Lounge is a premier online photographic resource created by professional photographers, for photographers. Working in tandem with their photography and cinema studio, Lin & Jirsa Photography, SLR Lounge has established itself as a respected pillar of the photographic community, providing up-to-the-minute news and high-level education from industry professionals spanning the skill and content

gamut. Visit www.slrlounge.com

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

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