

New application makes searching for photos on your iPhone

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Vancouver based Beanheads Consulting Inc. today announced Sort Shots 1.0 for iPhone and iPod touch. Sort Shots allows users to easily find photographs and videos based on Rating, Category, Type, Favorites or Date. Categories are completely customized by the user. Tap on play and watch a slideshow of your sort results. Click on a button to share the photo on Twitter or upload it to Facebook.

Vancouver, Canada - Today Beanheads Consulting Inc. announced the world's first application for Apple(R) iPhone(R) and iPod Touch(R) users wanting to save time and hassle when searching for photos on their mobile devices. With Sort Shots(TM), users can now avoid having to scroll through hundreds of thumbnail images thanks to the application's unique photo tagging and customized search criteria features. Additionally, Sort Shots allows users to easily share their photos via Twitter(R), Facebook(R), email, and even an impromptu slideshow, complete with selected tracks from the music library stored on their devices.

"Ever stand there endlessly while somebody scrolls through their iPhone looking for that shot they just have to show you? Painful, right? I was doing that too, till Sort Shots came along. Now I know where that picture is, and I can get to it quick." said Joe McNally, internationally acclaimed American photographer and iPhone user. "Now with Sort Shots, I assign details to each photo such as a friend's name, a location, or in this case, an event name, which I can later search on by category, date, favorites or whatever makes the most sense. I can also ensure only photos I want to show within those search results come up ensuring privacy when I need it."

According to InfoTrends, the average North American consumer takes approximately 20 photos per month which equates to hundreds of photos each year and millions across the continent. Based on the Consumer Electronics Association's 2009 research report, "Digital Imaging: A Focus on Sharing", 55% of consumers share their photos via email and 40% post them online making it apparent to Beanheads that an application that effectively solved the pains of managing, searching, and sharing users' beloved digital memories on Apple devices was definitely needed.

"As a professional photographer and regular traveler around the world, I'm often showing my pictures on my iPhone but with the thousands I have stored, it was always painful to quickly find what I was looking for. I knew I couldn't be the only Apple user having this problem so the concept for Sort Shots was born," stated Christa Taylor, Founder & CEO of Beanheads Consulting. "Sort Shots has taken the frustration out of my digital photo experiences and given me back control over my iPhone content. I guarantee it will for others too."

Device Requirements:

Sort Shots requires an Apple iPhone or iPod Touch 2.2.1 or later to run. Future versions will include BlackBerry(R) support (available through the BlackBerry App World store).

Pricing and Availability:

Sort Shots 1.0 is \$2.99 (USD) and available worldwide exclusively through the App Store in the Photography category.

Sort Shots 1.0:

<http://www.sortshots.com>

Purchase and Download:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://itunes.com/apps/sortshots>

Media Assets:

<http://www.sortshots.com/SCiPhone.html>

Developing and producing software for wireless mobile devices is one of several specialties the company focuses on. Sort Shots is the first iPhone product developed by Beanheads. The company was founded in 2003 by Christa Taylor. Copyright (C) 2009 Beanheads. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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