PHOTTR APP

Mobile app for the complete photography process – from barcode scanning to exporting edited photos to the e-shop

It allows clients to create and publish photos quickly, cheaply, consistently and in high quality, without the need for photography skills or equipment. All it takes is a mobile phone, a product, the PHOTTR app, and a simple process:
1. I retrieve the barcode
2. I take the photo
3. During the shoot, the images are automatically named with the product code and edited with AI (remove background, lay out to virtual background, add professional lighting, center, consistent edges, etc.)
4. I publish the finished photos from the mobile phone directly to the shop admin where they are automatically paired with my products.

Unique Selling Points:

- The only mobile app on the market for the complete photographic process.
- From the start of the shoot to the images published on the e-shop in under one minute.
- Professional photography without the need for photographic knowledge or equipment.
- Customization of workflow and tools.
- Pre-configured integrations (e.g. Shoptet, Google Drive) and API for connection to any system.

2/2024 ALUMNI B2B B2R

phottr.com

Product

Mobile apps and cloud platform

Technology readiness

Development

Proof of concept

Prototype

▶ First implementation

Extensive implementation