



FOR IMMEDIATE RELEASE

Animoto Announces Free September Webinars

Two new hour-long webinars will provide senior portrait education and tips for photographers

New York, NY (September 8, 2011) – Award-winning online video creation service Animoto (www.animoto.com) announces today two new [free webinars](#) on September 15th and September 22nd for photographers interested in enhancing their senior portrait business.

“Over the past few years we’re proud to have played a rapidly growing role in the success of senior portrait photographers across the U.S. This September, Animoto is excited to help photographers have their best senior season ever by hosting two free webinars packed with new ideas and marketing tips for boosting a studio’s senior portrait business,” said Erik Bjornard, Vice President of Marketing.

[Rock the Boat, Break the Bank: a webinar with Blair Phillips & Animoto](#)

On Thursday, September 15th from 2:00 PM – 3:00 PM EDT, photographer Blair Phillips will share with webinar attendees his unique approach to senior portraiture. In this webinar, he'll discuss how he involves parents during the senior session, how unique (and free) set design creates a style that no one else in his market has, and how his outdoor lighting has launched his senior business into the next orbit.

To register for this webinar visit: <https://www3.gotomeeting.com/register/940320926>

[Senior Portrait Success: a webinar with Darty Hines & Animoto](#)

On Thursday, September 22nd from 2:00 PM – 3:00 PM EDT, professional photographer and award-winning marketer Darty Hines from Colleen & Co. portrait studios in Pennsylvania will share with webinar attendees what enables two portrait studio locations to survive in a down economy and an over-saturated market. This exciting webinar will include marketing tips, photography techniques and sales advice to help photography studios find success. Darty will share his favorite lighting technique, his most successful senior mailing and how he uses Animoto videos to increase sales.

To register for this webinar visit: <https://www3.gotomeeting.com/register/711614686>

About Animoto

Animoto (www.animoto.com) is a video slideshow creation service that enables photographers, businesses and consumers to easily make professional quality videos from their photos and video clips. The Animoto team, which includes entertainment and technology industry veterans, has leveraged their expertise to develop a web-based service that makes it easy for people to quickly

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create and share their stories through video – using photos and or videos. The heart of Animoto is its Cinematic Artificial Intelligence™ technology that thinks like an actual director and editor, using the same sophisticated post-production skills and techniques that are used in television and film. A fast-growing company, Animoto Productions is based in New York City with an office in San Francisco.

<http://facebook.com/AnimotoPro>

<http://twitter.com/AnimotoPro>

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