

Adam Hinton; "All photographers will have to have an app."



The first synchronisable app, Profolio allows presentations across up to ten devices.



The premium content allowance is 200 images and 10 videos (standard is 80 images/10 videos).



Customisation options include branding and user interface.



Adam's app

Adam Hinton is pushing the boundaries with his new portfolio app

Documentary and advertising photographer Adam Hinton is capping a year which saw him win the commercial category of the Sony World Photography Awards, for his Manfrotto *Imagine More* Campaign, by launching a high-end, sophisticated portfolio app.

The Adam Hinton Live Portfolio App has been created in collaboration with the multi-discipline creative team at The Operators. They offer Profolio in two customisable packages, Premium and Standard, and describe it as "the future of digital portfolio apps."

For several years Adam has been developing his work to increasingly embrace a combination of stills, moving image, words and recorded sound. Projects such as the ambitious Dharavi have been a complex mix of all of these and for that project resulted in an impressive, dedicated website which truly brought the project to life. So he was always going to be a demanding customer for any portfolio app.

"I had found limitations for some time with the traditional print-based portfolio and my agent has been using an iPad

to show my work. I knew I wanted an app but I wasn't happy with what was available and mentioned this when I was at my post-production house The Operators. They introduced me to Profolio and I loved what they showed me...it combines images, text, sound, movies and everything is cross platform."

With multiple uses, this dynamic app acts as a presentation platform for clients as well as providing an interactive global presence on mobile devices. Kai Bastard, who heads up The Operators and the team responsible for Profolio, explains its

versatility; "It's an innovative, bespoke portfolio and presentation service that allows you to showcase your desired mix of content through iOS devices in an engaging and cost-effective way.

"We've worked hard to incorporate a range of features that can be individually adapted to suit different needs and it's all developed by creatives for creatives so we're confident we've understood what they'll want. And as a team we're committed to ongoing research and development of communication through the print and digital revolution."

One of Profolio's most exciting features is that it is the first synchronisable app and allows presentation across up to ten devices (your own or your clients'), all fully controllable from the master app. Others include hot spots, which can be allocated to any area within an image... interactive markers allowing the user to view additional material within the page.

Video embedding seamlessly integrates motion and a double tap or spreading of fingers allows the viewer to zoom into the image.

Kai explains that Adam and others are taking full advantage of customisation options that allow personal branding on the app and for the iTunes icon, a choice of fonts and user interface, different landing pages and watermarked content. The timeframe for start-to-finish production is around four weeks.

Presumably sophistication of this level doesn't come cheap? "We have two packages," explains Kai. "It's around £3,000 for the Premium, £1,000 for the Standard but it's a cutting edge service and cost-effective to update. We're offering a low-cost monthly subscription model for basic changes and updates. When compared with the cost of producing and updating printed portfolios plus the courier fees involved it makes sense.

Portrait photographer Chris Floyd is also a convert and is currently preparing a customised Profolio app which will launch in the new year. "When The Operators explained the concept it was so new and different that it took a while to hit me what a brilliant idea it is. It's a visual feast and I'm proud to take it into people. It changes the dynamic of showing work to ad agencies, film companies or magazines and makes it an invigorating experience."

The Adam Hinton Live Portfolio App can be downloaded via <http://www.profoliocreative.com/news> and the App Store. enquiries@profoliocreative.com

Until the end of February 2012 AOP members are eligible for the offer of two extra key features on the purchase of a Profolio Standard package (taking the total features to three.) Please quote AOP_FOLIO to claim this offer.