

## **WhiteWall Launches Extension to Create Gallery Wall Art from within the Apple Photos App in macOS High Sierra**

*Extension offers a completely new way to transform images into gallery-quality wall art with easy selection, arrangement and production of images stored in the Apple Photos app*

**Berlin, Germany / San Jose, September 25, 2017** – [WhiteWall](#), a leading-edge professional photo service, today announced integration with the Photos app in macOS High Sierra, available today on the Mac App Store. WhiteWall is one of the first third-party Project Extensions available for Photos, allowing users to create stunning gallery wall art using WhiteWall’s service from directly within the Photos app. Users can easily change and arrange multiple photos at a time, selecting only their favorites, and can decide on a variety of substrates, finishes, and sizes, as well as choosing the frame and matting. Then with a few clicks, send them off to WhiteWall’s award-winning lab for gallery-quality production and white-glove delivery.

A video demonstration of the new WhiteWall extension on macOS High Sierra is available at <http://bit.ly/2fnPRPw>.

“Apple and WhiteWall are similar in that they both stand for outstanding products. That is why we are proud to make our services available to Apple users,” says Daniel Raab, the Group CEO of Avenso GmbH. “Integrating WhiteWall into Apple Photos is an enormous opportunity for us. We can bring our award-winning photo printing, mounting and framing to an audience that wants to take their own pictures to the next level and have them produced in gallery quality, but who previously never even knew what was possible.”

### **Key Features of WhiteWall extension on macOS High Sierra**

- Easily create wall arrangements of favorite photos
- Select a favorite Memory, photo album, or specific images in macOS Photos and then choose the WhiteWall option to begin creating your photo wall
- Drag and drop selected images into your virtual wall
- Choose between prints, mounted prints, traditional and modern frames
- Select frame type, color and size
- Move, resize and edit your images virtually on a wall
- Experiment with matting to suit the selected frame and photo arrangement
- Click to send your selected arrangement off for production by an award-winning lab that specializes in gallery-quality pictures that arrive ready to hang on your wall

WhiteWall’s new extension is designed to support photographers from novice to professional who want to move far beyond organizing and printing their photos into

photo albums or posters. This extension is designed as a creative tool, allowing users to build upon the capabilities of Photos, to virtually select, arrange, organize, size and frame images to realize their artistic vision. The extension then links seamlessly to the WhiteWall photo lab website so that users, with a few clicks, can send their photo wall off for leading-edge, quality fabrication. Taking advantage of Apple Photos' tagging and metrics, the WhiteWall extension can use photo groupings such as Memories automatically arranged by Apple, as well as allow users to customize their own groupings and photo selections.

### **About WhiteWall**

WhiteWall is a professional online photo lab based in Berlin, Germany. Their unique blend of custom photo processes and finishing services have provided photographers and consumers alike with gallery-quality products since 2007. Best known for its photos under acrylic glass, brilliant HD Metal and aluminum prints, and hand-crafted frames, the award-winning online photo lab offers over 1,000 different product variations. As the exclusive lab for about 40 LUMAS galleries around the world, all WhiteWall customers can be assured that their photos are given the same white-glove, professional care as those displayed in exhibitions. All products are produced in Germany, available in custom sizes and shipped worldwide in custom cut packaging for maximum protection. The showroom and retail store in New York City gives customers an opportunity to see all the WhiteWall options on display and receive professional assistance onsite before placing their online orders directly to WhiteWall.com from kiosks located in the store.

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