# 7 Best Apps for Model Releases and Property Releases

Amos Struck



#### What is a Release?

All photographers who shoot models or private property for the purposes of subsequent sale of these images need special documents to protect themselves from possible troubles. Such documents are called Photo Releases or simply Releases.

Release is an agreement between the photographer and the person (model) who is photographed (or the owner of the property you are photographing) signed with the participation of a witness. This document guarantees your right to publish and sell your photos avoiding risks and possible claims of the model or owner of the property.

- Full Comparison List of the best 7 Apps for Model Releases
- Detailed List of the best 7 Apps for Model Releases

#### There are two key types of Releases:

- 1. **Model Release** supports the permision of the person (model) to be photographed by you and allows you to use the photo images (including sale puproses). There are two major subcategories of Model Releases ussually used: Adult Release (for adults) and Minor Release (for minors).
- 2. **Property Release** confirmes that the owner of a private property (buildings, mechanisms, wares, art works, pets, etc.) allows you to take a photo of this property and use finale image.

Who creates, develops and regulates these documents? Of course, you may invent your own forms of the Releases, but it doesn't make much sense to spend your time and efforts working on something that already exists. Various organizations such as the American Society of Media Photographers' (ASMP) and Getty Images has already proposed their variants of the Releases. Many photographers find these documents to be appropriate and sufficient, and already using them.

If you are working with photo stock agencies, you also have to attach Releases to some of your photos (as well as vector illustrations and media files). Preparation of these documents for the stock agencies has its own specific and we tried to consider it in our review.

### **Mobile Apps for Release Management**

As you can imagine, creating and maintaining a database of Releases is a quite laborious task, especially for photographers who work without assistants. Appropriate tools and efficient procedures solve this problem successfully. Mobile apps which are reviewed below (combined with advanced modern gadgets) replace inconvenient paper Releases with productive electronic workflow.

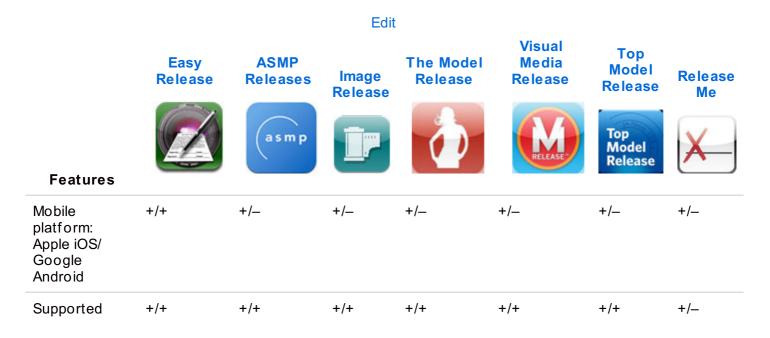
Nowadays the procedures of drawing-up, signing and storing of the Releases have become incredibly fast and easy. There are over 15 applications for portable devices that can help photographers to organize their work with Releases. From this variety of offers we have chosen 7 most frequently mentioned apps for iOS platform (some of them also exist for Android). Our choice was determined by the need to review them in terms of functionality required for efficient work with the Releases.

### In our opinion, these capabilities are the following:

- supported types (also subcategories in case of Model Release) of Releases
- quantity and quality of built-in Release templates, as well as their suitability for stock agencies (e.g. presence of Getty Images Release templates, which are the "gold standard" for stock industry)
- ability to modify standard text of the Release
- ability to create releases in different languages
- ability to sign Release directly on the mobile device (electronically)
- ability to add model's photo to Release
- output file format (PDF, JPEG or both)
- advanced storage features and Release management
- extra customization features (e.g. defining your own brand symbols, adding additional fields to Release form etc.)

Features and capabilities of the the most popular mobile apps for Release management.

### Comparison List for Model Releases and Property Releases Apps



types of
Releases
Model
Release/
Property
Release

Approved by	Getty Images, iStock, Alamy, Dreamstime	ASMP , Dreamstime	Alamy	Dreamstime	Getty Images, Veer, Corbis, Alamy, Shutterstock	Getty Images, iStock, Bert Krages (famous copyright lawyer)	
Ability to modify Release text	+	_	+	+	-	+	+
Multi-language support for: Releases text/ User interface	+/+	-/-	+/_	+/_	-/-	+/_	-/-
Digital signature: Photographer/ Model/ Witness	+/+/+	+/+/+	+/+/+	+/+/+	+/+/+	+/+/+	_/+/ <u>_</u>
Output file format: PDF/ JPEG	+/+	+/_	+/_	+/+	+/+	+/_	+/_
Integration with Adress Book	+	_	-	+	-	+	-
Add model's photo by means of: built-in camera/ choosing from gadget's photo library	+/+	+/+	+/	+/+	+/+	+/+	+/+
Local Release library/ Cloud sync/ Desktop application sync	+/+/-	+/-/-	+/_/_	+/-/+	+/-/-	+/+/-	+/-/-
Price	\$9.99	Free	\$6.99	\$4.99	\$9.99	\$8.99	\$8.99
App Website							

App Website



Website: Easy



Website: ASMP



Website: Image Release



Website: The Model



Website: Visual Media



Website:



Website: Release Me

# Details and Screenshots of our tested Model Release Apps

Releases

Here is a more detailed list of our 7 tested model release apps with screenshots and links.

## Easy Release App

Easy Release - Model Release App

Developer: Robert Giroux

Rated: 4+

Price: \$9.99 Download

### Easy Release Screenshots

### ASMP Release App

**ASMP Releases** 

Developer: BrickSimple LLC

Rated: 4+

Price: Free Download

#### **ASMP Release Screenshots**

- <="" i="" title="7 Best Apps for Model Releases and Property Releases" alt="7 Best Apps for Model Releases and Property Releases stock photographers "width="197" style="float: right; margin: 1em 0px 1em 1.5em;">
- <="" i="" title="7 Best Apps for Model Releases and Property Releases" alt="7 Best Apps for Model Releases and Property Releases stock photographers "width="221" style="float: right; margin: 1em 0px 1em 1.5em;">
- <="" i="" title="7 Best Apps for Model Releases and Property Releases" alt="7 Best Apps for Model Releases and Property Releases stock photographers "width="221" style="float: right; margin: 1em 0px 1em 1.5em;">

# Image Release App

Image Release

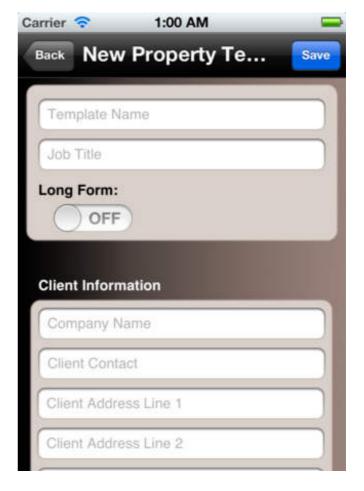
Developer: UBQO Limited

Rated: 4+

Price: \$6.99 Download







### Image Release Screenshots

# The Model Release App

Model Release

Developer: Mist Labs Inc.

Rated: 4+

Price: \$4.99 Download

### The Model Release Screenshots

### Visual Media Release App

Visual Media Release Developer: Tomsuey Inc

Rated: 4+

Price: \$9.99 Download

#### Visual Media Release Screenshots

# **Top Model Release App**

Top Model Release

Developer: Catherine Hall

Rated: 4+

Price: \$8.99 Download

### **Top Model Release Screenshots**

### Release Me App

Release Me

Developer: All-Nighters LLC

Rated: 4+

Price: \$8.99 Download

#### Release Me Screenshots

Article by: Vera Lubimova, Freelance photographer, illustrator and a bit of a

copywriter. Microstock contributor since 2009.

Image: Inglmage.com



