

Snap2Close Fall Update: Mobile Apps, AI Innovations & Partner News

As Fall sets in, we're excited to announce major product updates designed to streamline your workflow, boost your marketing, and save you money.

Here is what is coming soon to Snap2Close!

📱 Mobile Phone Apps Launching Mid-October



Our new Apple and Android mobile apps will extend your reach for bookings and content sharing. Key features include:

1. **On-the-go booking:** Easily schedule, reschedule, or cancel photoshoots directly from the field.

2. **Instant media downloads:** Save photos straight to dedicated listing albums in your camera roll.

3. **Direct social sharing:** Post reels, videos, and marketing assets directly to your accounts.

✨ Next-Gen AI & Video Enhancements

Through our ongoing partnership with Copenhagen-based Esoft, we are bringing powerful, quality-controlled AI features to our service offerings:

1. **Expanded Parallax Video:** Coming later this fall, an updated 60+ second Parallax Video offers a high-impact alternative to traditional property tours, giving you immense marketing value at lower costs. You can view samples of our videos here.

2. **Upgraded AI Virtual Twilight:** Powered by Agentic AI and machine learning trained on thousands of professional human edits, our new virtual twilights deliver enhanced sky replacements, accurate ambient lighting, and high precision without AI distortions.

3. **AutoPix Editing for Sunday Delivery:** Improved color accuracy, window clarity, and seamless room flow allow us to reliably provide Sunday deliveries for Saturday shoots using automated precision editing.

If you would like to learn more about Esoft outstanding AI development efforts then I invite you to view this video: **https://vimeo.com/1068713462**. Anthony Panto, from Australia, visited Snap2Close last year.

🤝 Partner Highlight: Esoft Leadership Visit

As our relationship with Esoft grows I feel it is time for you to better understand our editing partner. Esoft is based in Copenhagen, Denmark and has offices around the world, with the bulk of their human editors in Asia, specifically Vietnam. In total, Esoft has approximately a thousand employees and generates over $300 million in revenue.

Their CEO, Alex Justice, lives in Seattle and was the former Senior Director & General Manager of Matterport. Alex is a graduate of Arizona State University.

We recently hosted international leaders of Esoft, including Senior VP Lars Kornbech (Denmark), Philip Seaten (England), and Camille Thai (Vietnam). Our close collaboration with Esoft ensures top-tier quality, reliability, and innovation for all your listings.



From left to right are Philip Seaten, Bill Johnson, Jake Feingold, Katilin Kent, Sharon Bronaugh, Charlie Taylor, Lars Kornbech and Camille Thai.

While we frequently receive solicitations from alternative editing providers worldwide, our commitment to Esoft remains steadfast. Choosing Esoft prioritizes the unmatched reliability, exceptional quality, and dependable service our clients rely on every day over short-term cost savings.

Fall Bonus Special: Parallax Video

As an exclusive fall offer, Snap2Close is excited to feature our premium Parallax video for just $25 throughout the entire month of October. That is a 50% discount for you!!

Thank you for choosing Snap2Close. We look forward to helping you make this fall season your most successful yet!

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