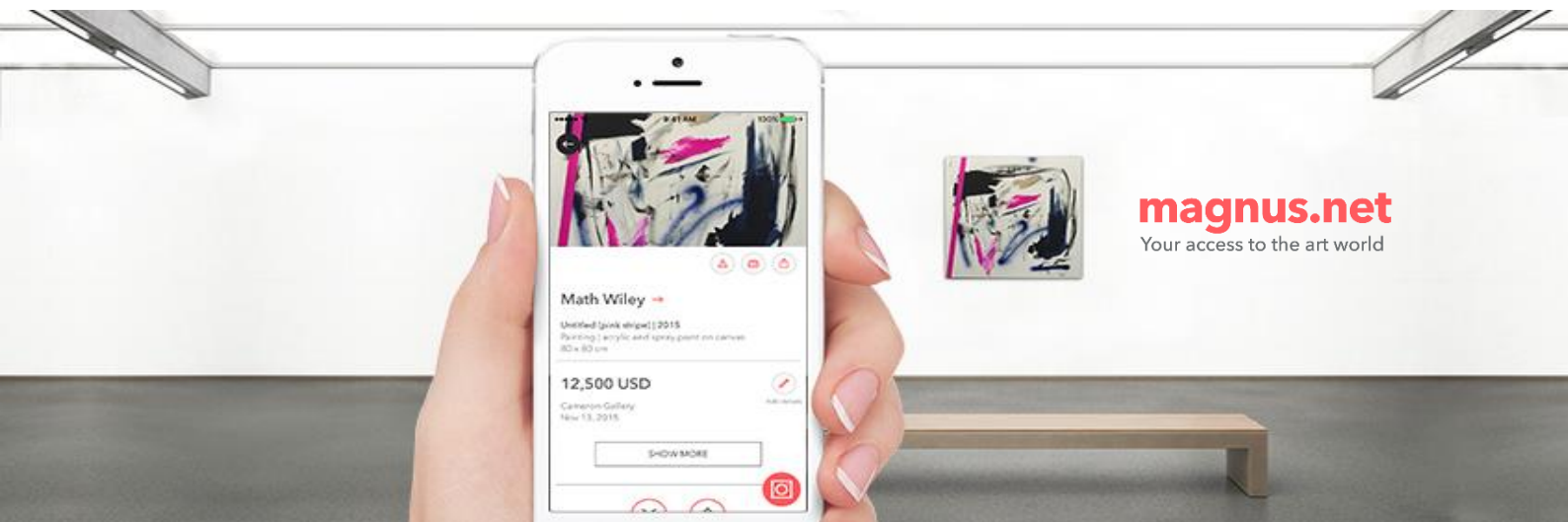


FREE IPHONE APP “SHAZAM FOR ART” LAUNCHES



Magnus Resch today officially announced the launch of a new mobile app for the art world. The app works like a “Shazam for Art”. Users take a photo of an artwork and the app returns all details, including prices. For the first time in art history, prices from both galleries and auction houses are made available for free. The app can be downloaded free from the Apple App Store.

Free iPhone app launches - Brilliant new app puts the art world in your pocket

New York, NY – April 8, 2016 – Magnus Resch today announced the launch of a new art app for iPhone, furthering the mission to democratize access to the art world. The app was built to make the art world more accessible to everyone.

Magnus’s key feature is the world’s largest price database for contemporary art, consisting of prices from the primary market, as well as prices from the secondary market. For the first time in art history, art prices are made accessible to everyone at no cost. The app draws its rich database from years of manual work, sophisticated technologies, and crowdsourcing. For several years internal users have added artworks and prices from art galleries around the world using the app. With the official public launch, the database is expected to grow even further. Magnus combines primary market prices with auction prices from over 1000 auction houses, dating back to 1901.

Another key feature is similarly revolutionary. Magnus uses image recognition technology to make the usage of the app simpler. This Shazam-like feature allows users to take a photo of any artwork. Within seconds the app tells the user all details, such as artist name, artwork name, price, and other details.

The third key feature is also new to the art market. Magnus includes a map that shows all art galleries and museums, including current shows and opening hours. This will help users to find their way around the ever growing art jungle.

The app is the one stop solution for everyone interested in art. A summary of its current features includes:

- For free
- The world's largest price database for contemporary art including prices from galleries and auctions
- "Shazam for Art"
- The world's most comprehensive art map
- Browse through the exhibition history of 800,000 artists

Magnus will roll out internationally at high speed. New York marks Magnus' first city. Over the next few weeks, more than 70 other art cities will follow, including the art hubs London, Hong Kong, Berlin and Paris.

Magnus Resch: "This app is the perfect tool for everyone interested in art. It's like Shazam: just take a photo and the app tells you everything you need to know. The map shows you all the art spots around you, so you never miss an event. Or check out prices from artists you want to buy – it's the world's largest price database for contemporary art. We create it by crowdsourcing it. I believe that transparency is good for the art world. This will attract new collectors and give existing buyers a tool at their fingertips to enjoy art even more. And the best thing: it's free."

About Magnus:

Magnus's mission is to democratize access to the art world. The free Magnus app offers everyone interested in art a way to discover, track and share their art experience. Using the world's most advanced technologies and years of tireless data entry, we created the world's largest database of contemporary art. This database shows not only prices from galleries and auctions, but also exhibition histories of galleries, artists, museums, and art fairs. Like a Shazam for art, we made it easy to use.

We believe that transparency is good for the art world. Magnus will help it to grow, both by attracting new collectors and by giving existing buyers a tool at their fingertips to enjoy art even more. Magnus is based in New York and was founded in 2013 by Magnus Resch.

The Magnus app is available free from the App Store on iPhone or at www.magnus.net. Contact: press@magnus.net and download the press folder [here](#).