

MAGNUS UNDER ATTACK AS APP ACHIEVES TRACTION

New York, NY – August 2, 2016 – The recent press on the Magnus App evidences the radical shifts in the art-digital paradigm. The Magnus App is disrupting the field towards an art market of transparency and accessibility. The app is displaying pricing data for artworks, free of charge. This poses a commercial threat to two groups: (a) Competitors who charge for such pricing data; and (b) Galleries, which fear they may be harmed by pricing transparency.

The Magnus App was temporarily removed from the Apple Store due to copyright claims by three German galleries. They asked to remove the images and the pricing data, making it more difficult for customers to compare prices. Other claims by competitors, such as Artsy or Artfacts, were either resolved (0.001% of all artworks were removed) or without substance (a simple [comparison](#) of the gallery data shows the differences). They did not lead to the take down of the app.

Magnus Resch: "We bring transparency to the art market at zero cost for our customers. Our users love being able to retrieve all information and price history of an artwork by simply taking a photo. It functions like Shazam, but for art. The resistance by some galleries is understandable and expected. Sudden price transparency is disruptive to current business practices. However, this movement towards greater and greater transparency, which began with Artnet in the 1990's, cannot be stopped. Whether we are challenged in the press, or threatened with lawsuits, we will fight it and win — the app will be up again soon."

Contact: press@magnus.net and download the press folder [here](#).