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Picturex Secures Event-Photo Sharing for Enterprises and Privates utilizing Microsoft Azure

MIT Innovation AG, a subsidiary of MIT-GROUP, recently announced that MIT Innovation AG has selected Microsoft Azure as its backend for Picturex.

Picturex is a powerful, private event-photo sharing app that targets two different user groups: Consumers who use it as a freemium app to collect and share photos taken by all guests during an event, such as a wedding, a concert or a city trip. And enterprises, who can purchase a tailored and branded version, to fulfill specific business use cases. For example, organizers of sport events or concerts can use Picturex to easily manage and share photo-albums with event participants and offer an added value by collecting event photos and making them available conveniently on the go. Scenarios like this can foster the communication between customers and/or employees, while making sure the sharing of sensitive image data is safe, using encryption and authentication technologies.

"Our customers told us that they were not only looking for an easy way to exchange all photos during an event without extra efforts, but also that they want a solution which respects their privacy and where they have full control over their data.", - Andre Meyer, Co-Founder of Picturex.

Picturex fulfills these two requirements: With Picturex, users cannot only easily exchange photos in highest quality on the go, using a Windows Phone, iPhone, Android device (or the website), but also have full control over who has access to their photos. Photos and the user data are encrypted and also by default automatically deleted after a specified timespan. This is not only useful for private users, but also for corporates which want to make sure that their ideas and assets are not leaving the company.

For example, one of Picturex's first corporate customers uses Picturex to enable employees to share images of retail store designs and merchandising to improve sales: *"With Picturex, they can make sure their retail store designs, a success relevant asset, don't leave the company." - Linard Moll, Senior IT Consultant, MIT Innovation AG*

Picturex is using a variety of Azure services, such as the Azure Blob Storage, for storing the photos in full quality, push notification solutions, authentication services, SQL databases for encrypted user and operation data, web hosting and process scheduling. All services scale and adapt dynamically, depending on the load. To increase the availability of our service, Picturex uses an Azure Traffic Manager, which balances the load between two selected Microsoft data centers. Combined with encrypted data transfer and encrypted databases, we could fulfill our own data privacy requirements:

"With Microsoft we found a good company that we trust in, and with Microsoft Azure a flexible cloud service, which not only reduced our development and deployment time, but also fully adheres to our data privacy and security requirements. Based on these good experiences, we decided to migrate all our customers, more than 500 companies, from our own data center to Azure and Office 365." - Dr. Peter Meyer, CEO, MIT Innovation AG

Additional information

http://picturexapp.com, Contact: André Meyer (co-founder Picturex): andre.meyer@picturexapp.com
Direct-link to the download: http://picturexapp.com/download (iOS, Android, Windows, Web)
Explainer-Video: http://picturexapp.com/video
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About MIT Innovation AG

MIT Innovation AG, a MIT-GROUP company, is a Swiss software company, specialized on customer-tailored .Net and web solutions and native multi-platform applications using Xamarin.

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