



For Immediate Release – March 29, 2009

Protalent Software Launches iPerform: Complete Online Business Suite for Professional Performers Syncs with Google Calendar, iCal and Outlook

New York, NY -- Protalent Software will launch **iPerform**, its online organizational tool for professional performers and showbiz parents, on March 29, available online at **www.protalentsoftware.com**. Also released is the first and only native **iPhone application** for performers enabling customers to use all Protalent Software products while mobile, available in Apple's App Store around April 30 (date subject to change).

iPerform is a comprehensive online organizational suite designed specifically for actors, singers, dancers, comedians, and models building careers in arts and entertainment, including features to manage all details of a performer's career:

Auditions: Track all details of auditions including dates, contacts, location/directions, wardrobe, audition material, pay scale, and any commercial conflicts. Even upload sides and scripts for each audition and booking.

Jobs: Rehearsal and performance schedules sync with the master calendar. Track income, contacts, and industry mailings.

Classes: Manage schedules, schools, workshops, seminars, and coaches to keep resume current.

Calendar: Complete schedule management including color-coded categories and email or text message reminders.

Contacts: Organize by individual or agency/production company, including IMDB and IBDB links. Also tracks all mailings, phone calls, and follow-ups.

Reminders: Set automatic reminders to follow up with contacts including directors, agents, and casting directors.

Finances: Income and expenses from all areas come together so reports and invoices can be generated easily, including tax deductions.

Reports: View charts tracking career progress including booked jobs, audition success rates, submission response, year-to-date income, and more.

Maps: Driving, subway, bus, or walking directions to auditions, rehearsal spaces, or meetings.

Automatic Updates: Feedback-based upgrades to the software are available for free to all subscribers.

***The Savvy Actor Industry List**

Complete electronic contact info for nearly 800 NYC agents and casting directors with automatic updates, eliminating the need to hunt for address and staffing change information.

Following the success of its original organizational desktop software, protalentPERFORMER, iPerform brings all of these features online and **syncs with iCal, Google Calendar, and Outlook.**

Priced at \$8.95 per month, the product is designed to be affordable for performers at all levels of their careers. The product is customizable and flexible for use by actors, singers, dancers, comedians, models, showbiz families - anyone navigating the entertainment industry.

Also available is an add-on providing complete contact details for every agent, manager, assistant and casting director, automatically updating weekly with any personnel or contact information changes. The Industry Contact Add-on is an additional \$4.95 per month, less than the newsstand rate for the leading monthly industry contact publication.

Recent praise for Protalent Software products:

"A wonderful software package that...tracks every crumb of the acting life...The income and expenses section of protalentPERFORMER looks like Microsoft Money or Quicken; it bests them by being formatted for an actor's expenses right out of the box."
BackStage

"Software [that] is much more intuitive and easier to navigate."
Philip Ramirez, First Coast Talent

"This is the sort of software you want, and frankly, need. Knowing where you've been, where you're going, and if you're profiting is the bottom line necessity of being in business."
Bob Fraser, You Must Act

About Protalent Software

Since 2005, Protalent Software has been supporting actors throughout the US, Canada and four other countries with protalentPERFORMER, software that provides complete organizational tools for the working or aspiring performer. With a combined 27+ years in the entertainment, software development and product management industries, the performers behind Protalent Software understand how vital and difficult it is for performers to keep their busy lives and careers organized.

www.protalentsoftware.com

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