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**OUTWARD TO HOST EVENT AT HIGH POINT MARKET TO MARK LAUNCH OF APERTURE PHOTOGRAPHY PLATFORM & OPENING OF EAST COAST OFFICE**

**“CALIFORNIA TECH MEETS CAROLINA CRAFT” EVENT BLENDS COMPANY’S SILICON VALLEY TECH EXPERTISE WITH ITS NEW CAROLINA PRESENCE**

**HIGH POINT, N.C.** – Outward, Inc, an independent Williams-Sonoma Inc. company and pioneer provider of cutting-edge photography solutions for the home furnishings industry, will host a grand opening event at the upcoming High Point Market for the launch of its Aperture photography solutions platform. The event will also celebrate the company’s recently opened office in downtown High Point that will serve as a home base for its east coast sales and marketing team.

Taking place October 15th from 4:00 - 7:00 p.m., the *California Tech Meets Carolina Craft-* themed event will showcase its Aperture Platform as well as offer complimentary entertainment, artisan food and craft drinks inspired by popular Carolina culinary trends. The event will take place at its new office located at 134 South Main St. in High Point, near many of the downtown Market buildings.

“The goal for this event was to combine our west coast roots with the craftsmanship of the Carolinas to create a relaxed environment for Market attendees to not only unwind and network, but most importantly – get a first-hand look at our exciting new Aperture Platform,” said Leah Kirkland, senior director of business development for Outward, Inc. “We’re thrilled to be making our debut on the east coast in High Point – the home furnishings capital of the world – to showcase to the industry our new product that makes it easy to produce and publish high-impact product photography. Our company is founded on creativity and visuals that make an impact, and this event channels that mantra, offering our guests an experience that is creative fun, memorable and most importantly – impactful.”

The Aperture Platform, the company’s new technology that makes it easy to produce and publish product images for a variety of visual merchandising uses, will be displayed alongside large scale artistic displays of its visually-stunning photography. The event will also feature a DJ, an outdoor patio with lawn games, a food-truck-style menu including a selection of food stations from lobster rolls to street tacos to tapas along with a full bar including specialty cocktails, coffees and craft beer from a local North Carolina brewery. A photobooth will be available, allowing guests to snap and share moments from the event directly to social media.

Outward’s Aperture Platform automates the product photography process. The platform allows companies to photograph an entire product line and produce silhouettes on a white and contextual background at a fraction of the time and cost of a traditional photographer and studio setup. Users can immediately upload professional-quality product photos to social channels, e-commerce websites, traditional print publications and more.

The event is free and open all retailers, manufacturers, media and other Market attendees with a valid Market pass.

Outward Inc. is a visual transformation and technology company. Since 2012, the company has been reinventing the way product photography is created, presented and consumed. Inspired by its deep experience working with Williams-Sonoma, Inc., Pottery Barn and West Elm, Outward brings the advantages of automated, AI-perfected product photography to manufacturers and retailers of all sizes by producing a large volume of product images at the push of a button and publishing them in any format — from e-commerce to traditional media. Outward is an independent Williams-Sonoma company. For more information, visit [www.outwardinc.com.](https://outwardinc.com/)

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