

ShootCleaner Product Overview

End-to-end photographic workflow software for professional photographers

In one sentence: ShootCleaner brings import, AI-assisted culling, image analysis, enhancement guidance, metadata, presentation, publishing and export into one desktop workflow - while keeping the photographer in control.

What ShootCleaner is

ShootCleaner was built from a working photography studio to reduce the repetitive work that happens after the camera is put down. It is designed to sit around a photographer's existing creative tools rather than force a move into a closed editing ecosystem.

Core capabilities

Explainable AI culling

Ratings are accompanied by visible reasoning so photographers can review and override the recommendation.

Duplicate and near-duplicate handling

Helps reduce repetitive frames while preserving photographer judgement over the final selection.

Metadata and structure

Ratings, labels, captions, keywords and IPTC/XMP metadata can travel with exported files.

Presentation and StoryCut

Supports client-facing selection and visual-story/reel creation from the same shoot.

Face, eye and expression analysis

Helps flag closed eyes, weak expressions and other people-related issues in portrait, wedding and event sets.

Style-first workflow

Portfolio/style analysis and Adobe XMP preset support help recommendations start closer to the photographer's own look.

Enhancement guidance

Provides reviewable enhancement recommendations rather than silently replacing the photographer's creative decisions.

Case study and publishing tools

Creates image-grounded marketing copy, captions and structured publishing output from finished work.

How it is different

- **Photographer remains the decision-maker.** AI recommendations are visible, reviewable and reversible.
- **One file set across the workflow.** The same shoot can move from import through selection, metadata, presentation and export without repeated re-imports.
- **Bring your own AI provider.** Connect an OpenAI or Google Gemini API key; usage is billed directly by the provider rather than through per-image ShootCleaner credits.
- **Perpetual licensing.** The Founding Licence is €195 once for two devices, with 12 months of Connected Care included. Care renewal is optional at €95/year.

Deployment and trial

Area	Current position
Windows	Windows 10 or 11, 64-bit.
macOS	macOS 11 Big Sur or later on Apple Silicon; Intel build available for macOS 10.15 Catalina or later.
Trial	3-day trial licence delivered by email. A 14-day refund period applies after purchase.
Installation	Desktop application. Windows installs per-user; macOS builds are signed and notarized.

Who it is for

Professional and serious photographers who handle repeated post-shoot decisions across portrait, wedding, event, school, sports, commercial and other image-heavy workflows - especially those who want to reduce app-hopping without giving up control of their selection and editing decisions.

Product principle: ShootCleaner recommends; the photographer decides.

ShootCleaner Technical & Privacy Summary

How files, AI providers, credentials and optional connected services are handled

Design principle: Keep the photographic workflow local where practical, and make connected processing optional and explicit.

Local desktop architecture

- **Original files remain in the photographer's own storage.** ShootCleaner reads local RAW/JPEG files from the folders selected by the user rather than requiring a central cloud library.
- **The application is installed on the user's computer.** Windows and macOS builds run as desktop software rather than as a browser-only SaaS product.
- **Workflow data stays attached to the shoot.** Ratings, labels, captions and metadata can be written into exported files so the archive is not dependent on ShootCleaner remaining installed.

AI providers and API credentials

Control	Approach
Provider choice	The user can choose OpenAI or Google Gemini for supported AI-assisted analysis.
API ownership	The photographer uses their own provider account and API key; AI usage is billed by the provider directly.
Key storage	API keys are stored encrypted in the operating system keychain and are not held on ShootCleaner servers.
AI control	AI-assisted features are optional. Recommendations are visible and can be accepted, rejected or overridden by the photographer.

What may leave the computer

Connected features operate only when the user chooses to invoke them. For AI-assisted analysis, ShootCleaner uses reduced image derivatives rather than full-resolution originals; outbound AI copies are limited in size (typically up to 1024 px), and EXIF/GPS metadata plus the original filename are removed before transmission. Other optional services receive only the derivatives or context required for the feature the photographer has chosen.

Optional connection	Data purpose
OpenAI / Gemini	Reduced image derivatives (typically up to 1024 px) plus the prompt/context required for the requested AI analysis. EXIF/GPS metadata and the original filename are removed before transmission. Provider terms govern processing inside the user's own provider account.

Optional connection	Data purpose
PixelSeal (optional)	Selected JPEG derivatives may be sent for optional identity sealing and registry functions.
Case-study generation	Image derivatives and relevant EXIF/context may be used to create evidence-grounded copy when the user requests this feature.
WordPress publishing	Only images and generated content selected by the user are sent to the configured publishing destination.
TogNinja connection	Client, album and session context can be exchanged when the user connects the two products.
Licence validation	Licence key and a device identifier are used to validate the installed licence.
Updates / analytics	Installed-version checks and anonymous usage events may be used to support updates and product operation.

Data minimisation and photographer control

- Connected processing is feature-driven rather than a requirement for storing the photographer's entire library in the cloud.
- The photographer chooses the external AI provider and can revoke or replace their provider API key at any time.
- ShootCleaner is designed so recommendations can be inspected before they affect the photographer's selection or delivery workflow.
- Original RAW files remain under the photographer's own file-management and backup practices.

Security and privacy responsibility

Photographers remain responsible for selecting providers, obtaining any client permissions required for their work, and configuring third-party services in line with their own privacy obligations. Provider-specific terms and data-processing policies apply whenever an external service is used.

Important: This document is a plain-language technical summary, not a legal opinion, certification, or data-processing agreement.

ShootCleaner Workflow Guide

From memory card to client-ready, using one connected post-shoot workspace

ShootCleaner is organised around the life of a shoot rather than around a single AI feature. The workflow below shows the typical path; photographers can use only the stages they need.

1. Import

Create the shoot, link client/session context where relevant, and bring the local RAW/JPEG folder into the workspace once.

2. Analyse & Cull

Review AI-assisted ratings, duplicate signals, face/eye/expression analysis and technical observations. Each recommendation is presented for photographer review.

3. Enhance

Apply or consider enhancement recommendations, compare results visually and continue using trusted Adobe XMP presets where appropriate.

4. Structure & Metadata

Add or generate ratings, labels, captions, alt text, keywords and IPTC/XMP information so useful context travels with the image.

5. Seal (optional)

Apply PixelSeal identity protection to selected JPEG exports when that connected service is enabled.

6. Present	Run an in-person or second-screen client viewing, collect favourites/selections and keep the ordering step tied to the same shoot.
7. StoryCut	Build a paced image sequence or reel from selected photographs for client presentation, portfolio or social use.
8. Case Study & Publish	Generate image-grounded copy, FAQs and structured data, then publish to configured destinations when desired.
9. Export	Write the final organised deliverables to the chosen destination with metadata, enhancement and optional sealing status accounted for.

A practical way to start

- **Use a genuine shoot.** A real wedding, portrait session, event or commercial set gives a more useful test than curated sample images.
- **Review the reasoning, not only the star rating.** The value of explainable culling is seeing why a frame was strengthened or weakened and deciding whether you agree.
- **Keep manual control.** Photographer ratings and decisions can override the automated suggestion.
- **Export with context intact.** Use structured metadata so ratings, labels and descriptive information remain useful downstream in Lightroom, Photo Mechanic or an archive.

Recommended evaluation questions

- Did ShootCleaner reduce the number of frames that required close manual inspection?
- Were duplicate, closed-eye, expression and technical signals useful on the type of work you actually shoot?
- Did the explanations make the AI recommendations easier to trust or reject?
- Did metadata and downstream export reduce repetitive work outside the culling stage?
- Which stages saved time, and which stages did not fit your existing workflow?

Best test: Run one complete, unculled job from import to export and compare the total workflow time - not just the culling step.