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## **Shoot It Live signs new agreement with Aftonbladet**

**Voogly has today signed a new agreement with Aftonbladet about the use of the service Shoot It Live**

Shoot It Live is a service intended for websites, where on-the-field photographers publish photos of current events live as they unfold, from any location with 3G coverage.

Shoot It Live / Voogly AB (previously Livebloggen) was founded 2008 and is today used by Scandinavia's largest newspapers in their online publications.

Aftonbladet have used Shoot It Live since 2008 to LIVE publish photos to Aftonbladet.se from events such as the Eurovision Song Contest, Athletics World Championships, EU elections, the Pride festival, concerts and festivals, etc..

**Peter Frey**, CTO, Aftonbladet.se, "By using Shoot It Live we offer Aftonbladet visitors professional photos from all major events as soon as they take place."

**Pether Engström**, Director of Photography Aftonbladet, "The Shoot It Live service is reliable, stable and has made it easy for our photographers and web editors to get started with live publishing. We have used the Shoot It Live service since 2008 and are confident that live publishing will become an important part of the image of journalism."

**Martin Levy**, Founder and CEO Voogly AB, "The key to success in the news media today is the ability to provide content filled updates faster, better and cheaper than the competitors. Doing this has never been so easy and quick as with Shoot It Live."

Shoot It Live: <http://www.shootitlive.com>

Shoot It Live News: <http://www.shootitlive.com/news>

Shoot It Live Press (pictures/logos): <http://www.shootitlive.com/contact>

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