

ReleaseX

User Manual



Intro

Welcome to ReleaseX. This manual explains how to connect an app project, prepare App Store materials, create screenshot artwork, manage TestFlight and review information, and publish selected release data to App Store Connect. It covers the visible controls and complete workflows available in the app.

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About this app

ReleaseX is a macOS release workspace for app developers and teams managing Apple app submissions. It brings project analysis, editable store metadata, App Review information, screenshots, device mockups, TestFlight administration, pricing, export compliance and delivery into one workflow.

Begin by choosing an app project and connecting its matching App Store Connect app. Synchronize the data, edit or generate store content, prepare artwork and review information, then save the release workspace. When the release is ready, select its delivery scope and publish metadata, screenshots or both. ReleaseX also provides direct links to Apple pages for tasks completed in App Store Connect.



Downloading and setting up the App

Use the official link below to download the app:

<https://www.enlightenment.school/releasex.html>

Navigate to the settings menu in the upper-right corner and enter your OpenAI API key and App Store Connect credentials. Complete the Publisher defaults, specify default project folders, and download the latest Apple product bezels as recommended. Save your settings before exiting the screen.

If you operate on multiple Macs, ensure that all systems share identical credentials and have access to the same directories. Folders must be synchronized across devices to enable seamless workflow continuity when switching between machines.

Opening the first project

In the tab Apps you will see all your apps, select the one you want to release and click on the button Open project, then in the top-right corner press the download button. This ensures that all settings are saved before they are uploaded to App Store Connect.



Recommended “QuickStart” workflow

To deploy a new application or update an existing release, archive the build in Xcode for all target platforms. Upon completion, a notification will appear on the desktop indicating that the build is available; a corresponding email will also be sent with the subject “[appname + version number] is ready to test on [device name].” After receiving this notification, navigate to ReleaseX and select the TestFlight tab. The latest builds should be displayed; if they are not visible, select “Read from App Store.” Choose the desired build, click “Manage,” select the appropriate App Encryption Documentation, and confirm export compliance. Repeat this

process for additional devices as needed, noting that only one device can be released at a time.

It is recommended to proceed to the Metadata tab. If prior builds exist, you may load previous metadata, enter information manually, or use the “Generate” function to allow artificial intelligence to draft content based on your Xcode project. All AI-generated text may be edited manually. Once all sections are finalized, submit each item to App Store Connect.

Next, navigate to the Screenshots tab. First-time users should ensure that device bezels have been downloaded from Apple or another source and organized by device. Once complete, you may load previous artwork or generate new screenshots and videos. To create a new screenshot, select New Screenshot. Choose Photo or Video, specify compatible hardware and screen format, upload your product image or video, and click Open Canvas. An editing interface will appear. It is recommended to select the device bezel first. You may optionally add a background within the bezel. Adjust the app screenshot to fit the bezel, then return to the device bezel settings to refine size and position as needed. Add your headline and adjust the background. Select Done to save your work, and repeat for additional devices or mockups. To expedite the process for similar shots, use Duplicate and update only the image or text. Once complete, upload the selected images or videos to App Store Connect. You may also download mockups with or without backgrounds for marketing use.

Proceed to the Store Tools tab. You may either retrieve data from the App Store or transmit your preferences to App Store Connect on a per-item basis. Certain fields must be completed directly in App Store Connect prior to release. In-app purchases and related sections are optional.

Move to the Delivery tab. Select Publish and choose the second option to send all completed preferences to App Store Connect. Navigate to the App Record section, verify all details, and click Upload. Repeat this process for Links and Accessibility.

The age rating must be entered directly in App Store Connect.

Configure pricing, territories, distribution, and publish.

At this stage, select Save Release Baseline to preserve all settings.

To submit this release, select “Submit Selected Build for App Review.” The process may take a few moments; progress can be monitored in the lower-left corner. Any errors will appear at the top of the page or within App Store Connect and must be resolved before Apple can review the build.

For additional devices, repeat these steps after selecting the build for each respective device.



Functions

Navigate ReleaseX

Use the sidebar to move among the dashboard, app overview, App Review, release stages, metadata, screenshots, TestFlight, store tools, App Store Connect data, delivery and settings. Select a section directly to open it. Use the visible search fields, filters and sorting controls where provided.

Interact with ReleaseX using the mouse, trackpad and keyboard. Click buttons, rows, tabs, checkboxes, pop-up menus and disclosure controls. Type into selected fields and use the displayed controls to commit values. Use Save Release... to preserve the workspace and Save Settings to retain application settings.

Configure settings

Open Settings. Enter an OpenAI API key in OpenAI API key, choose the Model, enter the API endpoint and click Save. Click Refresh from iCloud Keychain to reload saved credentials.

In App Store Connect, enter Issuer ID, Key ID and the private-key location, then use Import private key. Enter Vendor number when required. In Publisher defaults, provide the developer or seller name, default copyright, base country, currency and App Review contact details. These values can be copied into new releases.

Use Read contacts to import Apple's contact values or Upload contacts to send the entered name, email and phone. Choose default folders for app projects, app frames, backgrounds and saved releases. Click Choose... beside a folder, then Save settings. Use Open Age Rating in App Store Connect to complete Apple's age-rating questionnaire. Use Publish shared Settings to App Store Connect to send publisher defaults, contacts, accessibility declarations, store links, copyright and age-suitability information to the selected release.

Connect a project and App Store app

Choose Release source, then click Choose app & sync or choose an app project. Select the project in Finder. Select the matching App Store Connect app.

In the app overview, click Refresh apps to read available apps. Search by app name or bundle ID. Use Show to filter by status and Sort to change the order. Select an app and click Open project or Open in App Store Connect. Open release displays the selected release workspace.

Click Sync App Store Connect or Sync all to read the selected app's versions, builds, metadata, screenshots, pricing, TestFlight information and review state. Use Read all in App Store Connect data to refresh stored resources. Save the workspace after synchronization.

Save and reopen a release workspace

Choose Save Release... to create or update a release workspace. Enter the requested name and location, then confirm.

Use Open workspace or the saved-release controls to select an existing workspace. ReleaseX restores the saved release and its editable content. Save after important changes, particularly before leaving Settings or publishing. Publishing sends only the data selected by the relevant delivery control.

Edit and generate store metadata

Open Metadata. Select a field such as name, subtitle, description, keywords, support URL, marketing URL, privacy URL, copyright or category. Click Copy, Load previous or Read from App Store.

Edit the field directly, then click Generate to create editable store copy. Review and edit the generated text before sending it. Click Send to App Store Connect to publish the selected field. Use Send to all platforms when the same App Review information should be sent to every configured Apple platform.

Use the primary and secondary category pickers where shown.

Manage App Review information

Open App Review information. Enter the review contact full name, email and phone. Enable A review account is required and enter the username and password when needed. Add review notes when needed. Click Upload email, then use the platform controls or Send to all platforms.

Open App Review & messages or Open Apple's App Review page to read messages, reply, add attachments or resolve a rejection. Click Refresh status to load current review states. Use Check selected version in Submission check to validate the version selected in Delivery. Rejected versions appear in the review area; click Open rejection to inspect Apple's message in App Store Connect.

Manage App Store record and accessibility declarations

Open Store tools or App Store Connect data. In App record, review or edit the primary language, primary and secondary categories, and copyright information. Use Read all to retrieve the current record.

In Accessibility declarations, select the declarations that accurately describe the app: VoiceOver, Larger Text, Differentiate without color alone, Reduced Motion, Voice Control, Dark interface, Sufficient contrast, Captions and Audio descriptions. Publish the declarations when complete.

For Content rights, choose I do not use third-party content or I use third-party content, then publish the declaration. Use Open App Privacy in Safari or Open App Privacy to complete Apple's data-usage declaration in App Store Connect.

Create an in-app purchase

Open Store tools and choose Create in-app purchase. Enter the Reference name and Product ID, choose the purchase Type, add a Review note, and select Available in all territories when appropriate. Submit the form to create the purchase in App Store Connect. Existing purchases appear in Existing in-app purchases after refreshing the data.

Manage customer reviews and event nominations

Open Customer reviews and click Refresh. Select a review, type a response in Reply to this customer..., and click Publish reply.

In App events and nominations, enter the required schedule, localization, territory and relationship details. Enter an In-app event payload or Featuring nomination payload, then submit the relevant publishing action.

Manage TestFlight builds and groups

Open TestFlight. Select an App Store version and platform, then choose uploaded builds. Use Refresh to load builds after uploading one and waiting for Apple to process it. Click Save build selection.

In Groups & testers, click Refresh. Enter Group name, choose Internal when creating an internal group, then click Create TestFlight group and Send group to App Store. Enter one external tester email address per line and click Publish testers to App Store Connect. Select existing testers and click Assign selected users to groups. Select builds and groups, then click Assign builds to groups.

For internal testing, select an internal group and click Enable for selected internal group. For external testing, enter Beta App Description and What to test, click Save beta draft, then Send to Beta App Review. Use Publish to App Store Connect for beta information.

Declare export compliance

Open App Store Connect data or TestFlight and choose the selected build's export-compliance action. In App Encryption Documentation, choose proprietary or non-standard encryption, standard encryption, or No encryption. Click Confirm export compliance, review the selection, and submit it.

Create and manage App Store versions

In Delivery, choose an App Store platform and create an App Store version. Select the target version from the version list. Use Choose another version... when needed. Select a build and use the build controls to accept it into the target version.

Refresh versions to load current Apple states. The status display distinguishes Released, Testing, In review and Rejected. Select the required version before delivery actions. Use Cancel App Review to cancel a submitted review. When Apple marks a version Pending Developer Release, click Release approved version.

Set pricing and availability

Open Pricing and availability. Choose the price, base country and currency, then select availability countries. Click Read pricing from App Store Connect, review the values, and click Publish pricing to App Store Connect.

Use the schedule control when pricing should take effect later. Review or cancel scheduled price changes through the available pricing controls.

Create a screenshot canvas

Open Screenshots and click New screenshot.... Click Open canvas to enter the editor.

Click Done to save the PNG shown on the page. Use Include in upload & PNG export for publishing and export operations. Choose Edit, Duplicate, Earlier, Later, Open large or Remove imported artwork as needed. The original source file remains untouched.

Import, download and organize screenshots

Click Download current App Store screenshots to retrieve current artwork. Use Load previous screenshots or Browse previous release artwork, choose a version, then click Load this version's artwork.

Use Import new screenshots to add local image files. Select an imported item and use Remove, Duplicate, Earlier or Later. Click Remove all from ReleaseX and confirm to remove every imported screenshot.

Choose Export selected PNGs... to save selected compositions. Select Metadata only, Screenshots only or Metadata and screenshots, then click Publish screenshots to upload selected images to the selected App Store version, locale and device set.

Build a marketing mockup

In Screenshot studio, click New screenshot... and choose a source image or video. Select a device and canvas. Open the editor and use the LAYERS and INSPECTOR controls.

For Canvas, choose Marketing image, Dark colour, Light colour or a vertical gradient. Adjust image scale, position and corner radius, or set gradient colours. For Headline or Text block, choose White, Black or Yellow, then set font size, text width and position.

For Device, choose a bezel, set Scale, X offset, Y offset and Shadow. Adjust App in device with Width, Height and Video duration; enable Keep width and height ratio when required. Set the Background inside bezel. Click Done to save the composition.

Import and calibrate device bezels

Open Settings or Screenshot studio and choose Device bezels. Click Download Apple Product Bezels (choose PNG) and select downloaded PNG files. To use Apple's disk image, choose Import downloaded Apple bezel DMG... or Open Apple DMG..., accept the licence confirmation in Finder, then choose Import mounted bezel folder....

Use Import mounted bezel folder..., Import bezel group... or Import bezel files... to add bezel collections. Use Set bezel screen rect to define the inner screen bounds, entering Left, Top, Width and Height percentages. Set Screen corner radius (%) and save the bezel.

Use Remove to delete a selected bezel or Manage bezel groups... to organize groups. Choose a bezel in the mockup editor with Choose a bezel.

Export mockups and product videos

Select completed compositions in Screenshot studio. Click Export device-only PNGs..., Export transparent device videos... or Export video with background....

Use Export selected PNGs... for still artwork. Use Export selected product videos or Publish selected product videos to App Store Connect for previews. Video exports use the selected device, canvas, duration, background and text overlay.

Configure marketing backgrounds

In Screenshot studio, click Marketing background.... Choose Choose image..., Vertical gradient or Solid dark. For a gradient, set Top and Bottom colours. Adjust background image scale and position.

Choose a master desktop background when the composition uses a desktop-sized presentation. Save the background or gradient before returning to the screenshot editor.

Publish a release

Open Delivery and select the target App Store version. Choose Delivery scope: Metadata only, Screenshots only or Metadata and screenshots. Review the selected metadata, artwork and platform, then click Publish.

Use Sync App Store Connect before publishing when current Apple data is needed. ReleaseX sends the selected metadata and screenshots to the selected version and locale. Save the workspace after publishing to retain the local release record.



Helpdesk

Please feel free to reach out to us with any inquiries or suggestions for new features.

<https://www.enlightenment.school/contact.html>



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