



## IPHONE'S ANALOG PHOTO APP

### HIPSTAMATIC RELEASED DECEMBER 10, 2009

Digital photography never looked so analog. The Hipstamatic for iPhone is an application that brings back the look, feel, unpredictable beauty, and fun of plastic toy cameras of the past. The application keeps the quirks of shooting old school but gives you the ability to swap lenses, film, and flash settings all with the swipe of a finger.

Characterized by vignettes, blurring, over saturation, discolored images, Hipstaprints have a casual and seemingly accidental snapshot feel. The Hipstamatic can be downloaded to any iPhone sporting the 3.1 or beyond software update. For \$1.99 you can download the base model Hipstamatic 100 which includes the John S and Jimmy Lenses, as well as Ina's 1969 and Kodot Verichrome film and a standard flash option complete with humming sound. Additional lenses, film, and flash options can be added on within the app and start at 99 cents.

Pictures taken with the Hipstamatic have their very own look and unique character. Artistic and painted with light and quirk, Hipstamatic images are sometime surprising and offer a delicate beauty turning any iPhone into an instant art making machine. Images can be uploaded directly to your Facebook album or emailed to your friends and family.

[www.hipstamaticapp.com](http://www.hipstamaticapp.com)

### ORIGINAL HISTORY

Back in 1982, the Hipstamatic was legendary, well with at least a few hundred small town kids in Wisconsin. Known for its ability to swap lenses and take multiple film formats, this plastic camera was well on its way to being a big deal. Sadly less than 200 cameras were produced. Today, a digital reproduction is brought to the iPhone with lots of added features.

### FEATURES

- HipstaSwap™ lens technology
- HipstaSwap™ film technology
- Square format prints
- Built in Facebook sharing
- Sweet sound effects
- Jet black molded plastic unibody
- KwikProcess™ technology
- Swank camera flip action
- HipstaAlbum viewer w/sharing
- HipstaMart shopping for additional film & lenses

### WELCOME BACK ANALOG!

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### ABOUT THE CREATORS

Synthetic Infatuation is a creative factory of sorts. We create, develop, and brand web products for ourselves and our clients. Synthetic was founded as a design firm in 2006 by graphic designers, Ryan Dorshorst and Lucas Allen Buick. For more information on Synthetic, visit [www.heysynthetic.com](http://www.heysynthetic.com)

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