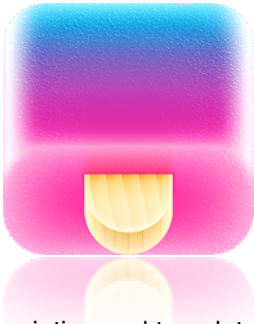


DEVELOPER RELEASES MAJOR UPDATE TO SUMMER-THEMED PHOTO APP IN THE MIDDLE OF WINTER — POPSICOLOR 2.0 IS NOW AVAILABLE

Ice pop and watercolor illustration-inspired photo app for iPad, iPhone, and iPod touch



Brooklyn, NY, December 20, 2012 – App developer Tinrocket, LLC, today announces the release of Popsicolor 2.0 on the iTunes App Store.

Popsicolor is an app for the iPhone and iPad that transforms user photos into stylized watercolor-inspired illustrations. The software creates authentic-looking watercolor images by simplifying the tones and shapes of each image just as an artist might. During the simulated painting process, Popsicolor can leave realistic drips and streaks of color.

Popsicolor is the creation of John Balestrieri, an independent software developer with a background in art and design who took what he learned from hours of life drawing and painting and translated it into the algorithms at work in Popsicolor. “The most important thing that differentiates Popsicolor from other automated painting techniques is that the technology is based on artistic visual perception,” Balestrieri says.

New in version 2.0 is an effect that layers a black ink drawing on top of the watercolor. Balestrieri’s development process for the new effect was painstaking: “I spent several months developing an inking algorithm that would create images that look authentically hand-rendered,” he says. “The resulting drawings have a good balance of black areas and just the right amount of detail.”

Other improvements include dozens of new options for shading and coloring, including a duotone effect that creates a color gradient from a photo’s shading. The interface has been redesigned to accommodate the new options while keeping the app easy and fun to use.

Numerous user requests were incorporated into the update, including auto-image enhancement, optional border inclusion, and additions to in-app sharing options. For instance, users can now crop their pics to a square before exporting, and send their photos to the Instagram app from within Popsicolor. As always, Popsicolor includes high-resolution export.

The first version of Popsicolor was featured by Apple in the “New & Noteworthy” and “What’s Hot” sections of the App Store in the first weeks of its release. The app subsequently received a 4 out of 5 star rating from Macworld UK along with many positive App Store reviews. Popsicolor 1.0’s App Store rating is 4 out of 5 stars. It is currently being featured in the iTunes App Store under the “Retro Photography” and “Holiday Gift Guide” sections.

Website: Key features, screenshots, images, and video available at: <http://www.popsicolorapp.com>
Press Kit: <http://www.popsicolorapp.com/presskit.zip>
Release Date: December 20, 2012
Price: \$1.99 US
Availability: Worldwide through Apple’s iTunes App Store
iTunes Link: <https://itunes.apple.com/us/app/popsicolor/id534529577?mt=8>
Requirements: Compatible with iPad, iPhone, and iPod touch. Requires iOS 5.0 or greater.

About Tinrocket, LLC — Founded in 2006 by John Balestrieri, Tinrocket, LLC, is a Brooklyn-based company that is dedicated to making original, creative software for Mac and iOS. <http://www.tinrocket.com/>

Tinrocket, LLC is the creator of the popular Percolator iOS app. Percolator received a 4½ out of 5 mice review by Macworld in February, 2012, and is currently featured as an iTunes “App Store Essentials” and “Retro Photography” app. <http://www.percolatorapp.com>

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