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For Immediate Release

NEW WATERLOGUE WATERCOLOR APP FOR iPhone & iPad LETS YOU SEE THE WORLD LIKE AN ARTIST

Innovative photo app for iPad, iPhone, and iPod touch distills photos into artistic watercolors

Brooklyn, NY, December 12, 2013 – App developers John Balestrieri and Robert Clair today introduce Waterlogue on the iTunes App Store.

Waterlogue for iPhone, iPad, and iPod touch transforms photos into spontaneous, unique, and brilliant watercolor sketches that look like real paintings.

“The idea behind Waterlogue is that we wanted non-artists to be able to see the world as an artist might—to give people access to a creative tool that doesn’t require any training,” says Balestrieri, founder of Tinrocket, LLC. “We were inspired by what creative people like artists and architects carry with them for visually documenting the world when on-the-go: things like Moleskine watercolor sketchbooks and these little homemade kits of watercolor pigments stowed inside repurposed Altoids tins. The spontaneous and personal nature of the images they create with these tools inspired Waterlogue.”



The technology required to create authentic, real-feeling watercolor images from digital photographs took a year to perfect. “There are apps out there that apply a watercolor-type filter to images,” Balestrieri, who himself has a background in art and design, notes, “but they don’t really approach anything made by a person: which details to leave in, which to take out—all of the little decisions that make a painting communicate the essence and spirit of a scene, instead of a straight depiction of reality. It was really important to us that Waterlogue could faithfully execute this kind of visual perception in a convincing and compelling way.”

The result is an app that can turn the most on-the-fly snapshot into a luminous, lively watercolor sketch. And it’s highly accessible: with a variety of presets based on painting styles and materials, and several easy-to-use settings, there are a variety of ways to customize a Waterlogue image without getting lost in too many options. The user experience is fun, fast, and yields astounding results.



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Balestrieri sees Waterlogue as a new way to experience photography: “We hope that people will take Waterlogue out into the world and use it to create unique, interpretive images of what they see.”

- Website:** Key features, screenshots and images available at: www.WaterlogueApp.com
- Press Kit:** www.WaterlogueApp.com/presskit
- Release Date:** Thursday, December 12, 2013
- Price:** \$3.99 US
- Availability:** Worldwide through Apple’s iTunes App Store
- Requirements:** Compatible with iPhone, iPad, and iPod touch. Requires iOS 7.0 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. www.tinrocket.com

John Balestrieri is the creator of the popular iOS photo apps, Percolator and Popsicolor. Percolator received a 4½ out of 5 mice review by Macworld in February, 2012. PercolatorApp.com and Popsicolor.com

Robert Clair is the owner of Chromatic Bytes, LLC. He is a physicist, iOS and OS X developer, and author of the book, [Learning Objective-C 2.0](#), published by Addison-Wesley Professional. www.chromaticbytes.com

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