



CAMERA PLUS PRO (v5.0)

Press Review Guide



www.globaldelight.com

Global Delight Technologies Pvt. Ltd.
Door No. 3-63A, Second Floor,
Robosoft Campus, 217, NH 66,
Santhekatte, Udupi - 576 105
Karnataka, India

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1. General Information

1.1 Product Overview

Camera Plus Pro 5.0 comes with a brand new interface and super features to offer an experience that goes beyond regular point-and-shoot iPhoneography. It possesses features that can be mixed n' matched to offer unlimited creative possibilities. Camera Plus Pro gives users a chance to get their creative juices flowing with flexible and powerful editing features on the go, impeccable photo/video capture options, real-time full-res editing and much more!

The new Camera Plus Pro has a beautiful and slick interface that goes great with iOS 7. The extensive camera controls melds perfectly into the translucent graphic undertones to give users a hands-on approach in professional smartphone photography. With this revamp, Camera Plus Pro carries over the same detailed level of manual control that propelled it into the hearts of millions. The new update focuses on enabling users with in-depth detail and greater manual control over their captures.

We wanted to create an update that would reflect Camera Plus Pro's maturity over the years; providing for sharp, clear and uncluttered elements that make for brilliant pro-like iPhoneography; anytime, anywhere. The clean and intuitive interface makes sure you have everything within reach, be it capture or editing options.

Faster. More Powerful. Pro

1.2 The Camera Plus Pro Experience

Camera Plus Pro comes with a plethora of features that enable proper pro-like smartphone photography. The Camera Plus Pro experience consists of three neat categories that give users the power to capture expertly.

Capture:

- Flash
- White Balance
- Front-Facing Camera
- Exposure Control
- Focus Lock
- Stabilize
- Burst Mode
- Timer
- Big Button
- Geo Tag
- Grid Lines
- Tags
- Live Filters
- Time Lapse

Edit:

- Crop
- Rotate
- Flash
- Adjust – Bright, Saturation, Hue, Contrast, Sharp, Tint, Temp
- Filters
- Borders

Manage:

- Import
- WiFi/FTP Transfer
- Copy
- Lock
- Copyright
- Open in

Share:

- **Photos:** Facebook, Instagram, Flickr, Twitter, Tumblr, Email and iMessage.
- **Videos:** Facebook, YouTube, Twitter, Tumblr, Email and iMessage.

New additions in Camera Plus Pro 5.0:

Camera Plus Pro, with 1 Million+ downloads since its release in Dec '09, has been re-imagined to look and perform great with iOS 7. With completely overhauled graphics and a super efficient UX, it takes on a more modern approach to imaging. An elegant interface, buttery-smooth controls and a neat editing suite are just some of the amazing things that have been added.

- Brand new iOS 7 UI and app graphics.
- Effortless iMessage Sharing for captures.
- Live Filters now come with an easy arrow-based selection at the bottom.
- Import and Export captures using 'Open In' with Camera Plus Pro 5.0.
- Video zooming in HD mode (on supported devices like iPhone 5, 5s, 5c and iPod Touch 5th Gen.)
- Timestamp option for photos.

1.3 Pricing and Availability

Camera Plus Pro is priced at \$1.99 and can be downloaded from the [iTunes App Store](#). Existing Camera Plus Pro users on iOS 7 can download it for free.

1.4 Requirements

Camera Plus Pro is specially designed for iPhone 5s, iPhone 5c, iPhone 5, iPhone 4s and iPod touch (5th Gen). It also works for iPhone 4 and in the scaled mode on the iPads and iPad mini (including Retina). Camera Plus Pro runs only on iOS 7 to provide the most optimal experience.

2. Getting Started

Camera Plus Pro is aimed at users who need complete control over their captures. It comes with several pro-like features, easy management and sharing of captures to provide an all-in-one solution; an easy yet powerful contender to replace the default camera app.

2.1 Capture Like A Pro

Camera Plus Pro can capture photos in three different resolutions (Original, Medium and Low) depending on the quality of output and space constraints. Videos can be taken in Custom (480p) and Default (720p) resolution. Users also get to record beautiful time-lapse videos easily.

Flash – *On, Off, Auto and Bulb*: Three flash settings according to user preference; the 'Bulb' option keeps the flash on continuously, helping the iPhone turn into a flashlight.

White Balance – *Automatic and Locked*: Automatically adjusts the White Balance in accordance to the surrounding settings for optimal results. Else, users can lock it to their preference. Applicable for both photo and video capture.

Front-Facing Camera: Comes with all the capture controls except Flash. There is an option under 'Edit' to increase the brightness of these captures by mimicking that of a Flash though.

Exposure Control: During photo captures, users get to select the area they want to appear bright and clear. A circular ring accompanies the finger when moved across the screen. Applicable for both photo and video capture.

Focus Lock: Like Exposure, there is a separate option that makes desired subjects appear more focused than the rest. A square denotes the area selected when moving across the screen. The region can then be locked. Applicable for both photo and video capture.

Stabilize: For a shake-free capture experience. Available only for photo captures and does not support 'Burst Mode'.

Burst Mode: For upto 10 full-res photo captures in one shot! Can't be used in conjunction with 'Stabilize'.

Timer: Selecting this option gives users approx. 3 seconds before a photo is taken.

Big Button: Turns the entire screen into the capture button. Users can touch anywhere to initiate a photo capture.

Geo Tag: When selected, includes geographic location details and tags them to the captured file. Applicable for both photo and video capture.

Grid Lines: Adds grid lines across the screen for capture assistance.

Tags: Users can tag captures for easier access and categorization.

Live Filters: 18 beautiful Live Filters during photo capture and 9 Live Filters during video recording. These contain select filters arranged in a grid allowing for easy previews before capturing.

Note: Video recording supports Live Filters only during Custom (480p) captures.

Time Lapse: Create gorgeous Time Lapse videos with a variety of duration settings ranging from 0.25 second to 2 second intervals.

Zoom: Smooth zooming for photo and video captures. Zooming during Default (HD) video capture is disabled for the iPhone 4s and iPhone 4.

2.2 Edit Like A Pro

Camera Plus Pro comes with advanced pro-like editing features that give users total control over their captures.

Crop – 1:1, 2:3, 3:2, 4:3 and Freeform: Crop contains different crop sizes so as to cut out a portion of the captured image.

Rotate – Invert, Rotate Left, Rotate Right and Vertical Flip: Users can change the orientation of photos by using any of the given options.

Flash: This feature comes with three levels of post-capture brightness to provide an exposure boost.

Adjust – Brightness, Saturation, Hue, Contrast, Sharpness, Tint and Temperature: For people who like to mess around and bring out the color, intensity etc. from photos; a professionals dream! (Multiple adjustments can be made for photos.)

Filters – Nostalgia, Special, Colorize, Artistic and Distortion: 45 impressive Filters categorized neatly into the above categories for adding a layer of emotion to photos.

Border – Thin White, Round Black, Double, White Frame, Polaroid, Stamp, Torn, Striped and Grainy: To round off that perfect photograph.

2.3 Manage Like A Pro

Once captured, manage photos and videos effortlessly with Camera Plus Pro's intuitive features.

Quick Roll: The area that contains all captures by default. This is the area where all the magic happens – editing, sharing etc. Once satisfied, users can copy the photos and videos to the Camera Roll.

Import: Open any image stored across any album on the device and edit it using Camera Plus Pro. It's that simple!

WiFi/FTP Transfer: For quick transfers to a device like PCs, this option is handy as it transfers captures instantly.

Copy: This option allows users to copy their captures from the Quick Roll to the Camera Roll and vice versa.

Lock: Easily send all precious captures to this folder and lock it with a password. For picture perfect security.

Copyright: Users can add a unique signature to imprint photos as theirs.

Time and Date Stamp: For photo captures.

Open in: This nifty option allows other compatible apps to export photos from Camera Plus Pro.

2.4 Share Like A Pro

Share captures to a variety of popular online services in just one-tap.

For Photos: Facebook, Instagram, Flickr, Twitter, Tumblr, Email and iMessage.

For Videos: Facebook, YouTube, Twitter, Tumblr, Email and iMessage.

3. Contact Information

For further information and queries, please contact:

Guruprasad Kamath

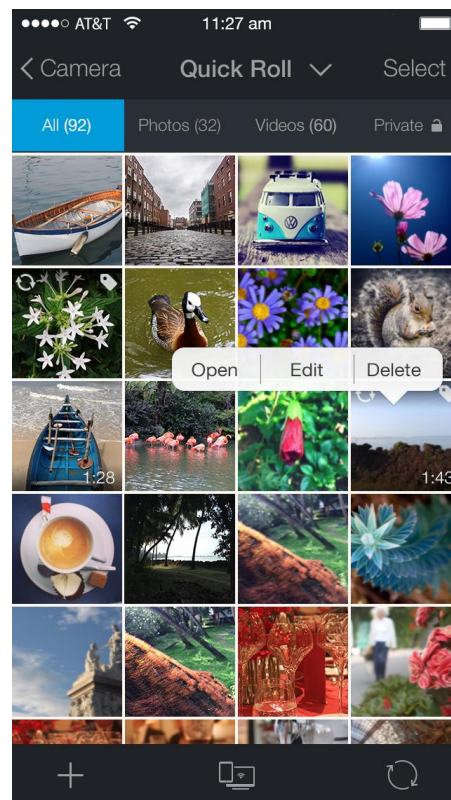
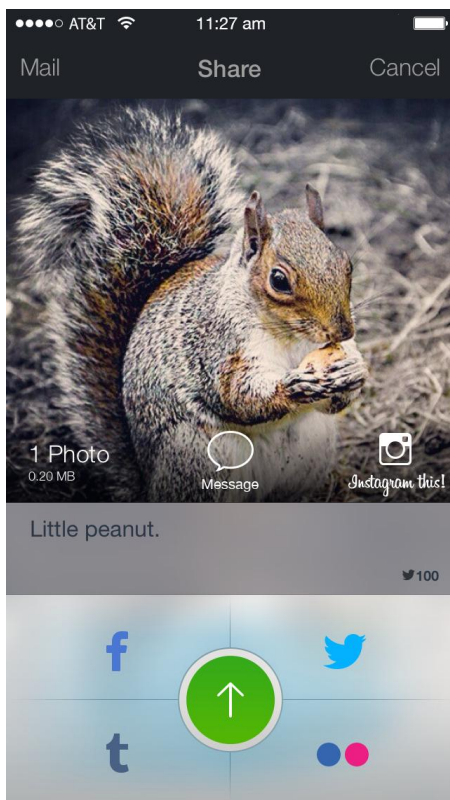
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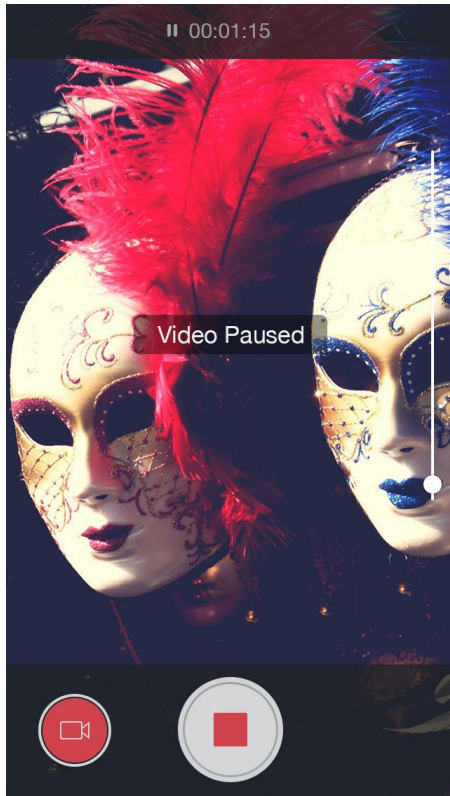
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4. About the Company

We at Global Delight are a motley crew of Mac and iOS aficionados, fun-loving artists and right-brained technologists coming together as one quirky family! We have to our credit some of the most memorable apps, such as the 'Boom', the award winning volume booster app, 'Voila', a simply gorgeous screen capture software and some of the most popular camera and video recording and editing apps like 'Game Your Video', 'Camera Plus' etc. for the iPhone/iPod touch.

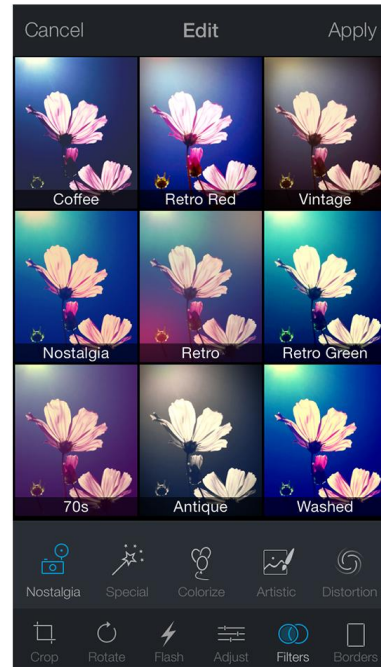
5. Screenshots





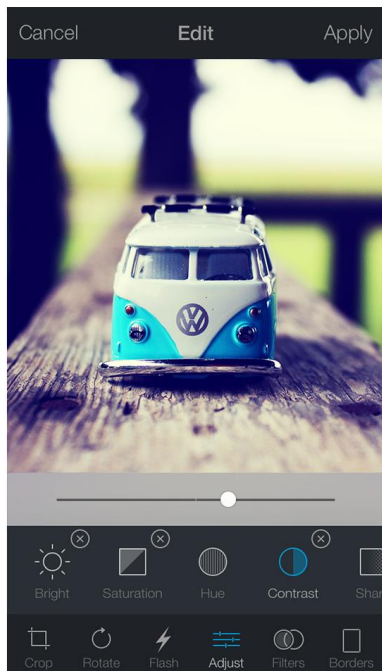
Edit

Pro-Like Advanced Editing Suite



Edit

Pro-like advanced editing suite



Capture

Precise Exposure & Focus Controls

