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Reallusion Colour Fashion iPhone Photo App Allows You To Create Your Own Latest Style In Seconds.

New iPhone app allows you to easily touch-edit with precision for optimal photo editing

SAN JOSE, CA February 17th -- Reallusion, inc., developers of top iPhone photo apps **PhotoMakeover & 10x Camera Tools** announces the arrival of **Colour Fashion**, a new app release to the iTunes App Store that innovates iPhone photo editing with magic hair colour and clothing stylizer. Demo video: <http://www.facebook.com/video/video.php?v=10150093878239765>

Reallusion Colour Fashion is an iOS touch-optimized colouring tool that helps you easily re-colour your photos by using a smart colour masking technology. Colour Fashion can deal with subtle regions such as fluffy hair or complicated shapes, all while giving you the flexibility to quickly switch colour over the masked area and generating a smooth colouring results in no time at all.

“There are lots of photo editing tools which allow you to paint and edit your photos. However, you may need to have a steady hand in order to manually trace over the edge and get the job done right. Colour Fashion’s tools are designed to easily touch-edit with precision for optimal photo editing on the iPhone,” said John C. Martin II, Reallusion VP Product Marketing.

Reallusion Colour Fashion makes colour changing on your iPhone fast, fun and easy! Now you can Mix & Match to create your own fashion style in two simple steps:

1. Roughly paint over the area where you want to apply a colour change. Use the built-in Smart Edge function to help you refine your mask edge.
2. Select any colour you like, adjust the results by using the element sliders, and you’re ready to strut in Colour Fashion style.

Colour Fashion - Key Features:

Smart Masking

No detailed painting necessary. Colour fashion will automatically find the colour edge for you. Work with pixel-point accuracy by using two fingers to zoom and edit. Undo any number of painting strokes with the handy undo-function.

Colour Adjustment

You may colourize any image area, or turn black hair into gold hair by using the Colour Fashion OmniColour technology

Switch between pallets in a single swipe

Use colour Strength to determine the colour strength you wish to use

Use lightness to change the brightness

Use the colour Smoothness to soften the colour edge

Easily adjust the color sliders for infinite combinations

Multiple Area Editing & Fixed Colour

You may fix the colour result, and work on other part of the image

The image quality will be intact, even after multiple colouring processes

Unlimited colour adjustments on a single photo

Shake to clear all work and start over

Export and Sharing

Supports a maximum image resolution on your iDevice

3G 960x720

3GS 3-megapixel

iPhone4 5-megapixel

Pricing & Availability:

Colour Fashion is available now from the iTunes App store for .99

<http://itunes.apple.com/us/app/color-fashion/id415836348?mt=8>

Special Offer:

As a time limited offer until March 31 2011, Reallusion will give everyone who visits their Facebook page and clicks "Like" a free copy of FaceFilter 2 worth \$59.99 !

1. Click <http://www.facebook.com/pages/Reallusion-iPhone-apps/106468386094635?v=wall> or search reallusion iphone on Facebook
2. Click Like.

About Reallusion, Inc.

Headquartered in Silicon Valley, Reallusion is a leading-edge software developer providing imaging and animation tools for PC and mobile platforms. Reallusion development of core technologies and growing base of intellectual property firmly establish the company as power among emerging technology innovators, furthering their graphic and imaging embedded kernels to top-brand device manufacturers worldwide. Reallusion iPhone applications have been downloaded over a million times worldwide already.