



FOR IMMEDIATE RELEASE

Reallusion Media Contact:

Kimi Kan

Marcom Manager

kimikan@reallusion.com

Reallusion announces Big Lens

-Big Lens turns your iPhone into professional camera

When it comes to creating great-looking images, it's all about focus. Big Lens gives you the ultimate in focus and filter tools for your iPhone.

.

San Jose, CA (October 20th, 2011) — Reallusion, the award-winning leader of 3D and 2D Cinematic tools, are please to announce Big Lens; a brand-new photography application that will turn your iPhone/iPad into a professional SLR camera.

Demo video: <http://www.youtube.com/watch?v=cY7o5V6HbWE>

Reallusion's Big Lens is designed to provide the best and most important tools to expand your iPhone digital lifestyle. The features included in this app have been refined and tested to deliver a cutting edge visual experience, and the unique interface helps to simplify every task while simultaneously expanding your photographic capabilities.

Whether you're a novice or pro photographer, Big Lens is your secret weapon when taking shots with the iPhone. Snap a picture and then edit it like magic by setting the aperture, changing periphery blur levels, and adjusting background light to create a Bokeh effect with just a few gestures. Numerous powerful filter effects make Big Lens perfect for creating professional-looking photos on your iPhone.

5 SUPER tools help iPhone/iPad users to create high quality photos.

1. Smart Focus System

The Big Lens Smart Focus system allows you to use your finger tips to focus your images without any previous knowledge in Depth-of-Field. You can use basic geometric shapes or a lasso tool to auto-focus your target, or you can choose advanced mode to manually define your focus area. Smart Focus will then automatically refine your selection with precision.

2. Aperture Control

Adjust the aperture in Big Lens with a single gesture to instantly change the blur level of the out-of-focus area. Remember that larger apertures blur the background more! Big Lens also offers 9 unique lenses that allow out-of-focus light points to blur into shapes like hearts and stars. This great tool turns simple-looking backgrounds into atmospheric backdrops.

3. Filter Effects

Filters allow photographers to create special tones over images. Big Lens has more than 18 filters that allow users to enhance color, increase contrast, or add Lomo effects. The result is spectacular filter simulation results right from your iPhone.

4. Instant Focus/Blur Tool

With instant focus and blur tools, users are able to instantly modify the focus and blur area with their fingers in no time. Use simple gestures to enhance and retouch focal areas to make the subject of your photos really pop!

5. Before & After Preview

This is another great tool that allows users to compare before & after images to ensure they get the exact result they're looking for. You can review your images at any time during your make-over process.

To learn more about **Big Lens**, visit the iTunes Store, and download <http://itunes.apple.com/us/app/big-lens/id470460905?ls=1&mt=8> or visit Reallusion to get more information: iphone.reallusion.com/

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. For more information, visit www.reallusion.com.