New Mac Software for Animations without Flash - Purple 1.0

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Designing interactive content for iPad, iPhone, Android, and desktop web browsers has just become easier: Purple 1.0 for Mac OS X makes creating animated movies, designing interactive graphics, developing games or websites a breeze - including Photoshop Import. Version 1.0 offers a wide range of features for creating a world in motion, from animations to interactive graphics and entire websites. Content exported from Purple can be embedded as an HTML-widget in other publishing tools.

Hamburg - Unlimited design possibilities for people who want to get content moving: that's Purple, the new dimension in Flash-less animation. Purple lets users create HTML5 content that can run on both iPad and iPhone, on Android and on desktop web browsers. Since standard Flash movies don't run on iPad and its brethren, Purple closes the gap that currently exists between animations and Apple gadgets.

The software has been developed for professionals, but is so user-friendly that it's the perfect tool for amateurs who wish to enter the world of animated content.

Version 1.0 offers a wide range of features for creating a world in motion, from animations to interactive graphics and entire websites. One feature, which has been specifically demanded by graphic designers during development, is Photoshop Import. Purple lets users automatically deconstruct their Photoshop files into individual parts that can be animated. With a touch of a slider, users can interactively determine the output quality of the images while receiving immediate visual feedback.

For direct control and to preview the animations created with Purple, the Hamburg-based artifacts Software GmbH & Co. KG has developed "Purple Moon". This iPad app automatically accesses any Purple installations running on a network and shows the generated content without the need of special configuration.

Content exported from Purple can be embedded as an HTML-widget in other publishing tools.

The creators of Purple have already successfully developed a production tool for the iPad edition of a large daily newspaper. In order to meet the demands of hectic daily routine in the editorial office, a tool for creating interactive content must fulfill extremely high requirements.
This fundamental know-how was the basis for development of Purple and has resulted in a stable, dependable, fast and easy-to-use tool for every user.

"We have looked over the shoulders of many graphic designers to understand how they work. We'd like to boost their creativity and enable an optimized workflow through the intuitive power of our tools. Purple is the perfect instrument for both artists and those dreaming of becoming one to realize their ideas", says Michael Markowski, executive director of artifacts Software GmbH & Co. KG.

Device Requirements:
* Mac OS X 10.6 or later
* 64-bit processor
* 9.6 MB

Pricing and Availability:
Purple 1.0.2 is $39.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Graphics & Design category.

Purple 1.0.2:
http://purpleanimator.com/?prm

Purchase and Download:
http://itunes.apple.com/app/id433132196

Screenshot 1:
http://a1.mzstatic.com/us/r1000/113/Purple/cb/9a/b6/mzl.rmkeqbcr.800x500-75.jpg

Screenshot 2:
http://a4.mzstatic.com/us/r1000/104/Purple/38/77/79/mzl.gstjtqmy.800x500-75.jpg

Screenshot 3:
http://a5.mzstatic.com/us/r1000/071/Purple/41/d0/e7/mzl.fiujvwyk.800x500-75.jpg

App Icon:
http://a5.mzstatic.com/us/r1000/074/Purple/cf/52/99/mzi.ucbcdtdd.175x175-75.png

Hamburg-based artifacts Software GmbH & Co. KG has been designing and developing iPhone and iPad apps, Mac OS X software and Java-based web applications since 2007. The company's repertoire also includes current web technologies. In addition to product development, artifacts also offers software consulting services and develops individual software solutions for clients. Copyright (C) 2011 Software GmbH & Co. KG. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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Bjoern Kriews
Founder

info@artifacts.de

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