BitWink introduces Zoom Lens 1.0 for iPhone - Zoom: the Apple way

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BitWink today is proud to introduce Zoom Lens 1.0, their new digital camera zoom for iPhone. Offering precise pinch-to-zoom control of the real-time camera view, Zoom Lens brings an 8x digital photo zoom to the iPhone with automatic sharpening of the resulting photo and full-resolution output. Zoom Lens 1.0 offers a user experience that will be instantly familiar to iPhone photography enthusiasts. 3GS users can continue to single-tap to set the focus point at any zoom level.

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Using a beautifully minimalist interface, Zoom Lens 1.0 offers a user experience that will be instantly familiar to iPhone photography enthusiasts. Presented with the familiar camera interface augmented with a retro-analog zoom indicator, the user simply pinches the live preview to set the level of desired zoom. 3GS users can continue to single-tap to set the focus point at any zoom level. When the shutter is pressed an automatically-sharpened preview is displayed for the user to pan and zoom across prior to saving.

"Zoom is a feature that every iPhone camera user wants. It's a bit of a mystery why Apple don't include it as standard." said Matt Farrugia, founder of BitWink. "There are alternatives available on the App Store but we could see from the reviews that users weren't satisfied with the experience being offered. We asked ourselves, if Apple did zoom, what would it look like? It seems obvious that pinch-to-zoom should be the metaphor, so that was our starting point, and we kept it very simple, very focused from there. It's not a bells and whistles app - just one thing, done really well."

Feature Highlights:
* Offers precise pinch-to-zoom control of the real-time camera view
* Provides up to 8x digital zoom
* Saves in full-resolution output (e.g. 1536 x 2048 on the 3GS)
* Automatically displays a sharpened image in the post-capture preview

System Requirements:
* Camera-enabled iPhone with iPhone OS 3.1 or later

Pricing and Availability:
Zoom Lens 1.0 for iPhone may be purchased now for an introductory price of $0.99 (USD) and is available exclusively through Apple's App Store.

BitWink:
http://bitwink.com

Zoom Lens 1.0:
http://bitwink.com/zoom

Download and Purchase:
http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=325161324&mt=8

Located in Edinburgh Scotland, BitWink is fronted by indie software developer Matt

Farrugia. Currently working on producing high-quality iPhone apps, BitWink also makes Slideshow Builder for iPhone, an innovative slideshow application featuring Ken Burns pan and zoom effects and on-device face detection. Offering a combination of business expertise, creativity and engineering discipline, BitWink is also available to hire for Cocoa (Mac and iPhone) development projects of various sizes. All Material and Software Copyright (C) 2009 Matt Farrugia / All Rights Reserved. Apple, the Apple logo, Macintosh, iPhone and iPod are registered trademarks of Apple Computer Inc. in the U.S. and/or other countries.

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