

## FlashPhix 2.2 Photo Lighting app hits the App Store

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Phoenixsoftware today announces FlashPhix 2.2 for iPhone and iPod touch. FlashPhix 2.2 is an advanced lighting app enables you to take the Lightroom experience on the road and directly edit pictures shot with your iPhone. It features highly customizable effects which enables people to control the lighting of images to the uttermost detail. Version 2.2 adds new features to control the color of a picture's lighting which comes in addition to the ability to control light and dark tones separately.

Haaltert, Belgium - Phoenixsoftware today is pleased to announce the release of FlashPhix 2.2 for iPhone and iPod touch devices. This new major version adds amazing features to control the color of a picture's lighting which comes in addition to the ability to control light and dark tones separately. The great set of features turns FlashPhix into a perfect mobile Lightroom replacement and even enables iPhoneographers to apply spectacular and adjustable filters to their shots.

FlashPhix 2.2 is an app with highly customizable effects which enables people to control the lighting of images to the uttermost detail. This highly advanced lighting app enables you to take the Lightroom experience on the road and directly edit pictures shot with your iPhone. And this all at full resolution in a simple and sleek interface with an app optimized for great performance and low memory/power consumption.

The features of FlashPhix range from simple features for the average user to an advanced lighting system for professional photographers or hobbyist iPhone photographers. Everyone is able to operate it to their level of knowledge and people are even tempted to  
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people to enable or disable certain RGB channels in the lighting of an image, are even step by step workshops available.

The normal lighting feature enables everyone to simply alter the global exposure of an image with one simple slider and a live preview of the made changes. In that way under-or overexposed pictures can be fixed within a matter of seconds.

The advanced lighting feature enables the more advanced user to alter the intensity of shadows and light tones separately with two sliders and now also with three buttons in which you can enable or disable certain color channels. In this way you can compensate or purposely create color glitches. For example, when you want a forest to get a blue glow,  
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sees as light and as dark tones.

The final feature is the most easy one, the magic lighting button simply analyzes an image and applies the necessary change automatically in a matter of a few seconds. You can just  
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### Feature Highlights:

- \* High Resolution support (1.600x1.200 pixels, Open and Save)
- \* Function to change the intensity of colors separately to create beautiful effects
- \* Uses a technique to create a natural flash look
- \* Simple "Lighting" function with a slider to control intensity
- \* "Advanced Lighting" function with multiple sliders to control light, dark and global tones separately
- \* "Magic Lighting" function to optimize the exposure of your picture automatically

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- \* Ability to brighten, darken and control contrast
- \* Previews to see changes before applying them
- \* Easy to use
- \* Eye-catching interface with dock

Device Requirements:

- \* iPhone and iPod touch
- \* Requires iPhone OS 3.0 or later
- \* 0.3 MB

Pricing and Availability:

FlashPhix 2.2 is \$1.99 (USD) and available exclusively through the App Store in the Photography category. Writers, editors or reviewers can always request free promo codes for FlashPhix 2.2 to find out for themselves what the buzz is all about.

FlashPhix 2.2:

<http://phoenixsoftware.wordpress.com/2010/02/11/flashphix-2-1-release-and-workshops/>

Purchase and Download:

<http://itunes.apple.com/us/app/flashphix-flash-exposure-fix/id331801501?mt=8>

Screenshot:

<http://phoenixsoftware.files.wordpress.com/2010/02/pastebot-2010-02-11-19-42-38-pm.png?w=320&h=480>

Examples:

<http://www.flickr.com/photos/phixsoft/sets/72157623299568507/>

App Icon:

<http://www.phixsoft.com/resources/LPXicon.png>

UIC Phoenixsoftware/Phix is a Belgian company founded in 2005 which mainly concentrates on the creation of graphics software. We first started out on Windows with 36-image converter and various system tools but now almost strictly build iPhone and Mac OSX apps. We are known to cooperate with our users at a very personal level to adapt applications to their needs. We currently have about 9 iPhone apps, MonoPhix, MonoPhix Lite, FlashPhix, FlashPhix Lite, iPhix, GrayPhix, Lingi, iDuelpro and iDuelpro Lite. One Mac app, iDuelpro for Mac and some old windows apps. We have also build various applications for other publishers and do custom graphics design and coding in the following languages : Objective C (cocoa), Objective Pascal, C++ (carbon & .Net), C#, PHP, Javascript, HTML and Java. Copyright (C) 2010 Phoenixsoftware. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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