

## **Jumbofish releases the Redo Hairstyle 1.1 for the iPhone and iPod touch**

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Seattle based Jumbofish, Inc. today announces the Redo Hairstyle 1.1 for the iPhone and iPod touch devices. Designed specifically to take advantage of the iPhone's unique capabilities and touch interface, Redo Hairstyle allows guys and gals to try on that perfect hairstyle - all virtually, and without committing to the real thing. Wannabe glamour artists can now experiment and do "what if" scenarios to find just the right makeover.

Seattle, Washington - Jumbofish, Inc. today is pleased to announce the release and immediate availability of the Redo Hairstyle 1.1 for the iPhone and iPod touch devices. Designed specifically to take advantage of the iPhone's unique capabilities and touch interface, Redo Hairstyle allows guys and gals to try on that perfect hairstyle - all virtually, and without committing to the real thing.

Perfect for both salon professionals and casual users alike, the Redo Hairstyle app features a comfortable, simple user interface, and serves to bring the best of both worlds together. Finding the best coiffure without having to look through books at the salon, as well as knowing, in advance, how it's going to look. Control the picture, as well as the hair style, by moving, growing, shrinking, rotating and even coloring.

The Redo Hairstyle app aims to get the perfect style, every time. Users start out by picking a photo of themselves taken with the camera, choose from their photo library, or use the featured model. Select the hairstyle from the inline menu, rotate the hair or picture using fingers (or the controls) to enlarge or shrink the hair or picture to get the perfect fit. The application also sports a built-in hair colorizer for an infinite number of combinations. Users can pick any color for their new do, as well as set the color tone from light to dark.

Among Redo's most unique features is its ability to embrace experimentation. Users can share their new styles by emailing them to friends and family, as well as save new creations to their photo library. The possibilities for experimentation are endless and only limited by the users' imagination. Additionally, new styles are added constantly. Users only need to check their downloads for the latest styles from the red carpet, movies, runways and more.

### Feature Highlights:

- \* Comfortable and simple User Interface
- \* Latest hair styles from Hollywood
- \* Dozens of built-in styles
- \* Change the color of any style
- \* Complete control - Grow, shrink, rotate, flip using the controls
- \* Use fingers to move and rotate the hair or model
- \* Use the camera, photo library or the model as muse
- \* Save and Email styles
- \* Men's styles included

### Some Current Styles Inspired From:

- \* Brad Pitt
- \* David Beckham
- \* Jennifer Lopez

- \* Jessica Simpson
- \* Kristen Stewart
- \* Jessica Alba
- \* Mario Lopez
- \* Rihanna
- \* Robert Pattinson
- \* Taylor Lautner
- \* Tom Cruise
- \* Cameron Diaz
- \* And many others

"The idea for the Redo Hairstyle app came up this past Christmas break," said Steve Suh, developer of the app. "I was talking to my brother, Dan Suh, who is a stylist at one of Seattle's premier hair salons about ideas for iPhone apps. He's the one that suggested making a hair style application. His clients are always asking if they would look good in this style or that style or this style with this color. This provided the inspiration to develop the app so that people can try on the latest men and women's styles as well as color it."

#### Device Requirements:

- \* iPhone and iPod touch
- \* Requires iPhone OS 3.0 or later
- \* 11.9 MB

#### Pricing and Availability:

Redo Hairstyle 1.1 is currently \$0.99 (USD) and available worldwide exclusively through the App Store in the Entertainment category. Review copies are available upon request.

#### Jumbofish:

<http://jumbofish.com>

#### Redo Hairstyle 1.1:

<http://jumbofish.com/redo>

#### Purchase and Download:

<http://itunes.apple.com/us/app/redo-hairstyle/id352879998?mt=8>

#### Video:

<http://www.youtube.com/watch?v=YOS-1yyyOgQ>

#### Screenshot:

[http://jumbofish.com/images/screen\\_3.png](http://jumbofish.com/images/screen_3.png)

#### App Icon:

<http://jumbofish.com/images/redo.png>

Located in Seattle, Washington, Jumbofish, Inc. is a privately held company established in 2006 by Steve Suh. Committed to providing the highest quality software, Jumbofish, Inc. was founded for the purpose of developing unique and useful solutions specifically for the iPhone platform. Copyright (C) 2006-2010 / Jumbofish, Inc. All Rights Reserved. Apple, the

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