

The World's First Face-Rating App - Vanity - Gets Social with Facebook

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Tav Shande has released Vanity 2.0 for iPhone, iPod touch, and iPad devices. Vanity is a innovative mathematical tool for measuring the attractiveness of any human face. Users just need to open the application then get or take a photo, follow the on screen prompts, and let Vanity calculate a score on a scale from 1-10. Users can now log into their Facebook profiles and post results they wish to share directly from the app to their wall. Users can also send email invites to all their friends.

San Francisco, CA - Vanity(TM), the world's first face-Rating App for the iPhone, iPod touch, and iPad has announced version 2.0 of the innovative mathematical tool for measuring the attractiveness of any human face using a mobile device. The update to the popular app is now available from the App Store. Users can now log into their Facebook profiles and post results they wish to share directly from the app to their wall. Users can also send email invites to all their friends.

A person's beauty cannot be measured on a scale since we are all, in various ways, very beautiful people. A person's attractiveness is an altogether different, very quantifiable, thing. Vanity(TM) uses The Vanity Engine(TM) which incorporates Fibonacci's Golden Ratio to calculate facial attractiveness by allowing users to mark key facial features and measuring against this ratio. Mathematicians, scientists, and naturalists have known this ratio for years. It's derived from something known as the Fibonacci sequence, named after its Italian founder, Leonardo Fibonacci. According to scientists, facial attractiveness played a major role in shaping human evolution, and it can now finally be easily measured using Vanity(TM).

Vanity(TM), has been featured in The New York Times along with numerous other publications, it has spawned many 'Copy-cat' applications but this is the original, authentic face-rating app for the iPhone, iPod touch, and iPad created by Tav Shande. The Vanity(TM) application is extremely easy to use. Users just need to open the application then get or take a photo, follow the on screen prompts, and let Vanity(TM) calculate a score on a scale from 1-10. It's that easy! Scores can be shared through Facebook wall posts or email messages from within the app at the push of a button.

"As an artist I have always been interested in story telling within whatever medium I am working in. From painting portraits to photography, even in computer graphics, there is no better story teller than the human face, without a word people can communicate so much through minute facial expressions. In the past I had a drawing exercise in which I attempted to draw hundreds of faces from memory to improve my skills at drawing the human face. When I completed the exercise I noticed there was something off with a few of the drawings, while the drawings were rendered nicely some of the faces were not very attractive. I could not put my finger on it so I searched for information about human facial proportions and discovered Leonardo Da Vinci's findings on the topic of the golden ratio and human anatomy. I applied the golden ratio to my faces and I was amazed how instantly by moving features to fit the golden proportions, each drawn face looked drastically more attractive. I became fascinated with the golden ratio and attempted to apply it to all my work even music. One day I was taking photos with my iPhone and it suddenly hit me, the device would make a perfect mobile tool to capture and calculate the golden ratio within photographed subjects. The closer the person's facial proportions matched the golden ratio the more attractive the face would appear to other people. That is the birth of the iPhone app Vanity(TM)."

Supported Languages:

* US English, Chinese, Japanese and Spanish

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Device Requirements:

- * iPhone, iPod touch, and iPad
- * Requires iPhone OS 3.1.3 or later
- * 2.6 MB

Pricing and Availability:

Vanity 2.0 is \$2.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Photography category.

Vanity 2.0:

<http://www.tavshande.com/vanity/>

Purchase and Download:

<http://itunes.apple.com/app/vanity/id318044093?mt=8>

Tav Shande is a highly acclaimed artist/developer who's work can be found in such hit electronic entertainment titles such as Dead Space, and the up coming Crysis2. His first iPhone application Vanity(TM) was featured in the New York Times fashion and style section, Cosmopolitan, and Glamour magazines. Copyright (C) 2010 Tav Shande. 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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