

Spray Can 4.0 - the largest iOS painting community now with iPad support

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What started as a simple yet effective pranking tool, simulating a spray can on the iPhone and iPod touch, evolved into the biggest painting and graffiti community on iOS with nearly 5 million user downloads and counting. Now this online community, created by rapidrabbit and released in May 2009, is stepping up to the big screen of the iPad, with more social features, an even faster online gallery and push messages, and all for its talented and ever-growing fan base.

Greifswald, Germany - Spray Can 4 is a completely rewritten and modernized universal app that includes a tighter integration with the online gallery, options to follow artists, and support for users to build their own fan base. The larger screen of the iPad will help users generate improved content, and the new version utilizes the same online gallery as the previous app, and provides seamless use of both.

Says Peter Morczinek, project leader at rapidrabbit, "Our vision was to create a youtube for pictures. When we read the first comments of our beta testers, we knew we achieved this goal."

Continuous Success - The Spray Can's first iteration achieved unexpected instant success on its own merits, and conquered the top lists of North America and Europe. It quickly became a fast favorite for many kids and adults, favored for its realistic sound effects and graphics.

Powered by the success of the first release, rapidrabbit sought to continually improve the app, adding additional colors, and a painting mode with an option to share pictures via Facebook and Twitter (Spray Can 2). Only a year old and it received high attention from its user base.

Spray Can 3 soon followed, reaching the TOP 3 of the US download charts and hitting the Top 25 several times. With its new online gallery, ratings and comments capability, 1.7 million pictures have been uploaded to the online gallery.

To date, the most famous Spray Can artist, Peter Schachter (aka FatherHazard), has generated more than 1 million views of his work. According to Peter, "The small canvas size and the option to draw with my fingers re-awakened my creativity." He has created a website featuring over 200 of his Spray Can-created art work, and credits the Spray Can community for providing support and positive feedback.

Another Successful Year in the AppStore, and rapidrabbit releases Spray Can 4.0:

- * Unique online gallery with over 1.7 million pictures
- * A talented community with over 800,000 monthly active users
- * An easy to use painting mode that leaves room for creativity
- * Options to follow other artists and build a fan base
- * News center with push messages
- * Picture sharing via Facebook, Twitter and email

Device Requirements:

- * iPhone, iPod touch, and iPad
- * Requires iOS 4.0 or later
- * 9.8 MB

Pricing and Availability:

Spray Can 4.0 is free and available worldwide exclusively through the App Store in the

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Entertainment category.

rapidrabbit:
<http://rapidrabbit.de/>

Spray Can 4.0:
<http://rapidrabbit.de/spray-can-4-0-available/>

Download from iTunes:
<http://itunes.apple.com/app/spray-can/id315215396>

Screenshot:
<http://rapidrabbit.de/wp-content/uploads/2011/10/photo-1-2.png>

App Icon:
<http://rapidrabbit.de/wp-content/uploads/2011/10/spraycan-vector.png>

Press Kit (zip):
<http://rapidrabbit.de/wp-content/uploads/2011/10/SprayCan-Screenshots.zip>

rapidrabbit is an independent software and technology development company, founded 2007 in Greifswald, Germany. "Keep it simple and smart" is the philosophy in developing modern web applications that are complex but still fun to use. Specializing in open source technology, like Ruby on Rails, rapidrabbit soon became a well-known developer in northeastern Germany. By advancing to the iPhone platform, rapidrabbit takes the next step in distributing its software on an international level. Copyright (C) 2007-2011 rapidrabbit. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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Link To Article: <https://prmac.com/release-id-33032.htm>
