

CrumplePop Releases Free HD Instant Camera Effect for Final Cut Pro

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CrumplePop today announced the immediate availability of CrumplePop Photo, a high-quality Polaroid-style HD photo effect for Final Cut Pro. With CrumplePop Photo, you can instantly transform any image into a Polaroid-style snapshot, right on the Final Cut Pro timeline. You can also enter your photo caption, which appears in hand-drawn magic marker, without leaving Final Cut. CrumplePop Photo can be downloaded for free on the CrumplePop web site.

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"You see the instant-photo look used a lot right now," said Gabriel Cheifetz, Creative Director at CrumplePop. "The snapshot with a little caption in marker at the bottom - it's especially common in print media. We wanted to use it in our broadcast and film projects, so we created this effect. It turned out really well, with edges that stay smooth at HD resolution even when they're rotated, and a beautiful faded look that captures the weird color properties of old instant photos. It's surprisingly fun to use."

Because CrumplePop Photo is a suite of Final Cut Pro Master Templates, you simply drag and drop your photos or video clips into the effect, and CrumplePop Photo does the rest. CrumplePop Photo is available with three different caption fonts, and with both "faded" and "fresh" photo looks.

Pricing and Availability:

CrumplePop Photo is available immediately as a free digital download at the CrumplePop website.

CrumplePop:

<http://www.crumplepop.com>

CrumplePop Photo:

http://www.crumplepop.com/?page_id=123

Screen Shot:

http://www.crumplepop.com/images/crumplepop_photo.jpg

Example Video:

http://www.crumplepop.com/?page_id=134

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