

## HiCon Lite for iPhone is now free

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Weburban is now offering HiCon Lite as a free download to all iPhone users. The Lite version allows a user to immediately take a picture after launching the application, where it then processes the image and saves it to the user's photo roll. There is no limit to the number of images a user can take, and there is no difference in quality or resolution between Pro and Lite versions.

Hollywood, California/USA - When HiCon was on the drawing board, there was a lack of high quality black and white photography software for the iPhone. It's pretty simple to strip the color information out of a picture. However, HiCon amplified the iPhone's sensitivity to colors allowing the application to be used with infrared filters to turn skys black, or without filters to show harsh gradations in color as rich blacks and whites.

"HiCon was our homage to the early pioneers of black and white photography. We wanted something that had it's own flavor without compromising the integrity of the artist taking the picture. Many professional photographers have iPhones and use HiCon as an ad hoc capture device - a trusty friend who is always there to take the decisive moment picture when the more serious cameras are away" says Weburban President and Chief Scientist Rob Newport.

The funny thing is that the iPhone is becoming a medium in its own right. It's slowly evolving into more than just an "alternative" to a regular camera - it has become an "alternative" to conventional camera photography. At Weburban, we are proud to be part of this exciting evolution.

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HiCon Pro offers a great deal more functionality. The introduction of a super quality color mode allows HiCon users to make high intensity color images, as well as taking pictures from either the photo roll or directly from the user's camera. Optionally, users can save an image that has been processed or discard it. The ability to process HiCon repeatedly on a single image can also intensify the effect producing stiking images. HiCon Pro is offered at an introductory price of \$0.99 (US) making it a formidable competitor in the iPhone Apps market.

Weburban:  
<http://weburban.com>

HiCon:  
<http://hicon.weburban.com>

HiCon Lite on the iPhone App Store:  
<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=311278238&mt=8>

HiCon Pro on the iPhone App Store:  
<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=311274427&mt=8>

Screenshot:  
[http://weburban.com/content/wp-content/uploads/2009/05/3202352160\\_0774c29c86.jpg](http://weburban.com/content/wp-content/uploads/2009/05/3202352160_0774c29c86.jpg)

Weburban (shortened from the official name Web | Urban) was founded in 1994 as a sole proprietorship and has since grown into a Limited Liability Corporation employing designers, developers, and account executives. Our offices are located in Hollywood, California and we have are a legally registered corporate entity in California. The company President and Chief Scientist holds a Masters in Software Engineering from Carnegie Mellon and is personally responsible for all technical work done through the company. The company Art Director holds a degree from The School of the Art Institute of Chicago and approves all design work personally, along with a critical analysis of finished work before it is sent out as deliverable. Other talent we work with are drawn from a pool of elite designers and developers all locally accessible and situated in the Los Angeles area. All our employees and executives abide by a code of ethics which we encourage all technology companies to embrace. We are an equal opportunity employer and encourage diversity in the workplace.

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