

40+ Shooting Options of Zitrr Camera Brings Live Photography to iPhones

Published on 03/13/13

Zitrr Studios removes the frills of iPhone Photography by creating a powerful Camera App for the iPhone. Zitrr Camera 1.0 is one of the first Camera Apps of its kind that bundles real-time shooting essentials for iPhone photography enthusiasts. Zitrr Camera is designed not just for performance, but also for convenience. The app includes more than 40 real-time shooting options, with 30+ live filters, effects, and lenses; and shooting modes like burst/timer mode, anti-shake, & QR/barcode scanner.

Bangalore, India - Zitrr Studios, the consumer app publishing division of Rootwork Systems, today is pleased to announce the release of 'Zitrr Camera' App for iPhone. The App has entered the App Store under the 'Photo & Video' category, and will compete directly with the incumbents like Camera+, Camera Awesome, and ProCamera. Zitrr Camera has been developed as a standalone camera application, emphasizing on the users' experience of shooting everything live.

On the same lines, developers of the app have included more than 40 real-time shooting options like 30+ live filters, effects, and lenses; and shooting modes like burst/timer mode, anti-shake, and QR/barcode scanner. Embedded with an efficient camera engine, Zitrr Camera aims to provide the user with a smooth navigation experience. The user-interface of the App would be new and unique for the old iPhone Camera app users.

Zitrr Camera is designed not just for performance, but also for convenience. Features such as Volume Button Shutter to capture Images, Thumbnail Icon for Instant-preview, 2-tap gesture for random application of Effects, Filters & Lenses, various Search options, and Swipe gesture to toggle between adjacent Effects, Filters & Lenses pave the way for an intuitive user experience. Zitrr Camera also has a gallery that makes it easy to tweak photos with Aviary editor, share them with a single-tap on Facebook, Twitter, Google , Flickr, and even YouTube. Options to email the picture or video directly can also come handy. Zitrr Camera also gives you options to check RGB and luminosity histograms of your images, and stores metadata automatically.

As far as the photo and video sharing options are concerned, the neat interface of Zitrr Camera makes it very easy for the user to quickly add captions and locations to photos. The list of functionality features is really impressive with Zitrr Camera. It also has a horizontal-level indicator for providing the alignment, Touch Exposure & Manual Focus to give control over image output. Moreover, there's a Full-HD video recording option for the complete iPhone Photography experience.

Undoubtedly, Zitrr Camera has a lot to offer when poised against its existing competitors in the category. Let's wait and see if Zitrr Camera can stand the test of time on the app store, and whether it is able to deliver the promise it shows!

User Comments:

"Loving it!" - by Sheik - Version 1.0 - March 10, 2013

"Read the review on AppAdvice. Decided to give it a try. Have quite a few camera apps on my phone....meaning I'm not completely satisfied with just one. But this app...has many filters, effects; it's quick upon loading(unlike others); the UI is pretty easy to navigate. And it also records!!! An all in one, and great picture so far!!! I'm thinking I can delete all the other camera apps now! Thanks a bunch!"

"Very Good All-In-One" - by Dakota Bill - Version 1.0 - March 12, 2013

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"I've been looking for a good camera-replacement app that allows "pre-filtering", and a robust set of "post-production" tinkering. This is the first one I've come across that fits my bill *almost* completely. The only other features that would make this perfect (for me) are a volume-button shutter option and the ability to have the app always start up in camera mode. Still good enough to me to rate it 4.5 stars (rounded up to 5), and to make it my default camera/photo editor app."

"Sensational App. Beats Camera anyday!" - by theappchamp - Version 1.0 - March 10, 2013
"this is a sensational app. very fast, and beautiful interface. will give Camera a run for its money for sure!"

"In love with the app" - by ashleywilson2 - Version 1.0 - March 11, 2013
"not touched any of my other camera apps since. loved it"

Zitrr Camera in Media:

"I'm pretty impressed with Zitrr. It's fast, fluid, responsive, and has plenty of features even for the power-user. It's definitely a strong contender in the iPhone photography app space, and worth checking out if you are still in search of a camera app that works for you." - Christine Chan, AppAdvice

"I conclude this app has indeed got it all for a Camera App" - Knolpad

"Zitrr Camera may as well seek to be the only camera app you'll ever need." - Aldrin Calimlim, AppAdvice

Device Requirements:

- * Compatible with iPhone 3GS, iPhone 4, iPhone 4S, and iPhone 5
- * Requires iOS 5.1 or later
- * 17.4 MB

Pricing and Availability:

Zitrr Camera 1.0 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Photo & Video category.

Rootwork:

<http://rootwork.co>

Zitrr Camera 1.0:

<http://zitrr.com>

Purchase and Download:

<https://itunes.apple.com/app/zitrr-camera/id605284740>

YouTube Video:

<http://www.youtube.com/watch?v=T8wZPqWY6Qk&list=PL7WnRlx5EWoHBc7Ba2KkK7I30zyO0Mx-i>

Screenshots:

https://www.dropbox.com/sh/5wfkovzcrbgbxg8/_fxu39tnll

App Icon:

<http://zitrr.com/img/camera/zitrr-camera-icon.png>

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Piyush Rawat
Co-founder

piyush@rootwork.co

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