

## Simple, Sleek, and Quirky Creations Come to Life with Pixies on iOS

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MindSmack introduces Pixies 1.0 for iOS, a fun photo editing app that turns plain pictures into delightful new designs. Users add adorable illustrations to everyday photos, transforming ordinary pictures into fun, custom images. Featuring an assortment of stylish fonts and over 350 charming graphics called Pixies, the app lets anyone transform personal photos from plain images to quirky creations by quickly applying customizable text and graphics.

New York, New York - Add adorable illustrations to everyday photos, transforming ordinary pictures into fun, custom images, with Pixies 1.0 for the iPhone and iPod touch. Featuring an assortment of stylish fonts and over 350 charming graphics called Pixies, the app lets anyone transform personal photos from plain images to quirky creations by quickly applying customizable text and graphics. Easy to use and loads of fun, add extra pizzazz to any photo and share the fun among friends and family with Pixies.

Bringing a new twist to mobile photo editing, Pixies allows enthusiasts of all skill levels to get creative using graphics instead of common photo filters. Individuals simply snap a photo or choose an existing image then apply layers of text and Pixies to their picture. Completed Pixie creations can either be saved to the camera roll or shared across Facebook, Twitter and email. Users can even order their masterpieces on t-shirts, mugs, and more with the app's Zazzle online integration. With over 350 Pixies from a wide variety of categories ranging from crazy hats to birthday themes, users are free to pick their Pixie and edit their photos in countless ways.

"Pixies is an exciting boost to today's photo editing options," states MindSmack Founder and CEO, Sam Feuer. "We're in an age where mobile photo editing is its own art form. We've taken away the confusion that typically accompanies editors and produced a fun and simple app that is accessible to all users. We're excited for Pixies' release and can't wait for users to begin enjoying it."

### Feature Highlights:

- \* Pixies' Birthday category is 100% free
- \* Enjoy 4 free Pixies in each of the app's 30 categories
- \* Unlock a complete category of Pixies for \$0.99 USD or the complete 350+ Pixies for \$24.99
- \* Overlay type on any photo with any font, color and shadow effects
- \* Order t-shirts, coffee mugs, mouse pads and more with Pixies through Zazzle online
- \* Share Pixie creations with friends via Facebook, Twitter and email

### Device Requirements:

- \* iPhone 3GS/4/4S/5, iPod touch (3rd/4th/5th generation), and iPad
- \* Requires iOS 5.0 or later
- \* 35.0 MB

### Pricing and Availability:

Pixies 1.0 is free and available worldwide through the App Store in the Entertainment category.

### MindSmack:

<http://www.MindSmackGames.com>

### Pixies 1.0:

<https://itunes.apple.com/app/pixies-fun-with-photos/id605839654>

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

YouTube Video:

<http://www.youtube.com/watch?v=i04WEmEXQns&feature=youtu.be>

Screenshot 1:

<http://img.appular.com/Pixies/SS1.jpg>

Screenshot 2:

<http://img.appular.com/Pixies/SS2.jpg>

Screenshot 3:

<http://img.appular.com/Pixies/SS3.jpg>

MindSmack harnesses the power of mobile, web and TV by foreseeing advancements and exceeding industry pace. Founded in 1999 by CEO Sam Feuer, MindSmack has designed and developed some of the world's most successful apps, websites, TV spots and promos for broadcast. MindSmack is a modern, multimedia agency with teams that can create a mobile app in the morning, a website in the afternoon and a tv series commercial in the evening. Presently, MindSmack's post division is cutting promos for 'The Big Bang Theory' as well as producing a 'Chopped' commercial for the Food Network. On the games and apps side we are continuously releasing new titles which can be seen at the company website. Other clients include Citigroup, NBC, HBO, USA, Nickelodeon, History Channel, truTV and many more. With a passionate creative team and wealth of experience, MindSmack illuminates ideas and creates engaging content for the ever-changing world of interactive media. Copyright (C) 2013 MindSmack. 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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