

## SelfieX App Released to Change the Way People Take Selfies

Published on 04/30/15

Virginia based Vito Technology today introduces SelfieX 1.0.0 for iOS devices, its first app in Photo and Video category. SelfieX allows anyone to shoot self portraits with the back iSight camera of their iPhones. A fine tuned algorithm of the app captures the user's face automatically when it fits the desired frame and voiced directions guide the user to aim the phone. Users can make quick edits of brightness, color, saturation and crop and share the picture on Facebook, Twitter or Instagram.

Alexandria, Virginia - Vito Technology, the award-winning developer of educational apps for iOS, today launches its first app in "Photo and Video" category, that allows users to shoot self portraits with the back iSight camera of their iPhones. A fine tuned algorithm of the app captures the user's face automatically when it fits the desired frame and voiced directions guide the user to aim the phone.

The iSight camera features 1.5-micron pixels and /2.2 aperture which allow for better picture quality than the front Facetime camera. The problem with using the back camera for selfies is that it is very hard to catch your face in focus.

SelfieX solves the problem of making selfie shots with back camera. The multilingual voiced helper will guide users in English, Russian, French, German, Italian or Spanish to aim the phone correctly. When the app detects a face on the screen, it takes a picture automatically. Users can make quick edits of brightness, color, saturation and crop and share the picture on Facebook, Twitter or Instagram.

Users can change composition the picture by shifting the face indicator area to the side. This way it is quite easy to take a picture next to something when sightseeing and traveling.

### Device Requirements:

- \* iPhone, iPad, and iPod touch
- \* Optimized for iPhone 5, iPhone 6/6 Plus
- \* Requires iOS 8.0 or later
- \* 3.6 MB

### Pricing and Availability:

SelfieX 1.0.0 is Free and available worldwide exclusively through the App Store in the Photo & Video category.

### Vito Technology:

<http://vitotechnology.com/>

### SelfieX 1.0.0:

<https://itunes.apple.com/app/selfiex-automatic-back-camera/id970425302>

### Screenshot:

<http://a3.mzstatic.com/us/r30/Purple1/v4/16/82/ce/1682ce7a-0076-e3fc-62ee-35f8a25c5e51/screenshot322x572.jpeg>

### App Icon:

<http://a2.mzstatic.com/us/r30/Purple5/v4/55/23/0f/55230f89-137a-8421-95e4-301770857211/icon175x175.png>

### Press Kit (zip):

<http://vitotechnology.com/presskit/SelfieXPressKit.zip>

Based in Alexandria, Virginia, Vito Technology Inc. is headed by CEO Victor Toporkov and has developed an impressive portfolio of products for Windows Mobile since it entered the mobile software market in 2001. The company's latest endeavors include iOS and Web 2.0 software development. Vito Technology won an Apple Design Award in 2010 for its Star Walk for iPad app. The company consists of two departments: Research & Development Department and Marketing Department with 30 employees in total. Copyright (C) 2015 Vito Technology Inc. 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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