

Maddysoft releases Palettes 2.0 for iPhone and iPod touch

Published on 12/11/09

Colorado based Maddysoft today announces Palettes 2.0, an update to their popular color matching tool for iPhone and iPod touch. Developed specifically to take advantage of the iPhone's unique capabilities and touch interface, Palettes is a powerful productivity tool for creating and maintaining color palettes. Grab colors from a photograph, a website, or add colors using any one of 5 color models. Quickly find matching colors with support for many different color schemes.

Denver, Colorado - Maddysoft today is proud to announce Palettes 2.0, an update to their popular color matching tool for iPhone and iPod touch. Developed specifically to take advantage of the iPhone's unique capabilities and touch interface, Palettes is a powerful productivity tool for creating and maintaining color palettes. Create a color palette anywhere at anytime.

Perfect for web site design, marketing campaigns, home decorating, wardrobe, color coordinating or anywhere colors are needed, the uses for Palettes are limited only by the users imagination. Grab colors from a photograph, a website, camera, color scheme or add colors using any one of 5 color models. Quickly find matching colors with support for many different color schemes. Users may create and store any number of palettes.

The Pro version of Palettes extends its capabilities even further by allowing users to effortlessly import and/or export palettes from/to Adobe Photoshop, Illustrator and Fireworks, GIMP, Paintshop Pro, and the OS X Color Chooser. Designers can easily backup and restore their Palettes data directly to/from their own computer (Basic, Pro). Among only one of Palettes Pro's most prolific features is its ability to email color sets to friends and colleagues. This makes the application incredibly useful for team development.

Feature Highlights:

- * Quickly create a color palette from a web site, image, camera, or color scheme
- * Unlimited number of palettes (Lite only supports 3)
- * 25 colors per palette (Lite and Basic allow 5)
- * Import/Export palettes from/to Adobe Photoshop, Illustrator and Fireworks, GIMP, Paintshop Pro, and OS X Color Chooser (Pro)
- * Import/Export palettes via email. Team development made easy with one click import (Pro)
- * Backup and restore Palettes data directly to/from a computer (Basic, Pro)
- * Import and export palette files directly to/from a computer (Pro)
- * Browse, search (Basic, Pro), and import palettes from COLOURlovers
- * Email color palettes to friends and co-workers
- * "Palette Flow"
- * Display a color full screen to compare against a real world item (press and hold color briefly)
- * Palette preview screen
- * Backup a palette as an image in the photo library for later restore (Basic, Pro)
- * Rename, reorder, or delete palettes
- * Sort palette colors by RGB, HSV/B, HSL, CMYK, or Gray color model (Pro)
- * All work is saved on the fly
- * Always remembers where the user left off last
- * Built in context sensitive help system
- * Preferences can be set in the built-in Settings application (Ignored in Lite)

Pick Colors from:

- * RGB, HSV (HSB), HSL, CMYK, or Gray scale sliders
- * Standard colors lists (SVG, Web Safe, HTML, Java, Apple) or other palettes

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- * COLOURlovers support - Browse, search (Basic, Pro), and select colors
- * A website URL (webpage, image, CSS file, 3rd party palette file (Pro))
- * An image or camera
- * Any valid CSS3 color representation

Create Colors via:

- * Color blending (Pro adds using 1 of 4 color models)
- * Color schemes (monochromatic (Pro), analogous, triadic (Pro), complementary, split complementary (Pro))

Review color information:

- * Details (integer, hex, percent, decimal, CSS)
- * As both a foreground and background color

"At the time there were no color creation applications for the iPhone," said Rick Maddy, founder of Colorado based Maddysoft. "Since I had just completed my first two iPhone applications, I thought it would be cool to write an iPhone app to help pick colors and be able to view technical details about the color. After some time brainstorming ideas for features I began writing the app. What started as a quick need for some website colors turned into a several hundred hour project resulting in the release of Palettes. Since its initial release I've added many features, largely based on customer requests and feedback."

Device Requirements:

- * iPhone or iPod touch running OS 3.0 or later
- * Some features require a network connection (Edge, 3G, or WiFi)

Pricing and Availability:

Palettes 2.0 is available worldwide exclusively through the App Store in the Productivity category. Palettes runs at one of three levels: Lite, Basic, and Pro. The initial free version runs at the Pro level for a limited time allowing users to fully test the application. It will then revert back to the Lite level. Palettes features in-application purchasing to upgrade to either the Basic or Pro level at any time. Users may upgrade to the Basic version for \$6.00 (USD), \$10.00 to upgrade to the Pro version and only \$4.00 to upgrade from Basic to Pro. Review copies are available upon request.

Palettes 2.0:

<http://www.maddysoft.com/iphone/palettes>

Purchase and Download:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=297157708&mt=8>

Screenshots:

<http://www.maddysoft.com/iphone/palettes/screens/index.php>

Application Icon:

<http://www.maddysoft.com/iphone/images/palettes/icon.png>

Located in Denver, Colorado, Maddysoft is a small privately funded company founded in 2008 by Rick Maddy. With over 20 years of professional software development experience, Rick's focus is on developing quality iPhone applications, complemented by first-class customer support. Copyright (C) 2008-2009 Maddysoft. All Rights Reserved. Apple, the Apple

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Richard Maddy
Founder/Owner

rmaddy@maddysoft.com

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