



Hipstamatic 170 & Hipstamart.com

Analog Printing, check.

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Hipstamatic by SyntheticCorp, currently the top photo application for iPhone, debuted on the Apple app store on December 9, 2009 and soared to more than one million downloads in the past nine months. Highlights of the journey include a change in app store policy that enabled the addition of an integrated Hipstamatic photography contest (<http://community.hipstamatic.com>) and the development of two sister applications. To date, Hipstamatic has been updated four times, and today marks the launch of the most dramatic update yet: Hipstamatic 170, featuring Hipstamart.com, an e-commerce website, and the Print Lab, an integrated ability for users to order analog prints of their HipstaPrints---and have them delivered to their door.

The Hipstamatic 170 will be available worldwide on iTunes on Friday, September 17, 2010. The Print Lab for North America also debuts on September 17, 2010, followed by Europe on October 1, 2010 and the rest of the world on November 1, 2010.

HIPSTAMATIC FOR IPHONE

Hipstamatic is a retro camera application for iPhone that lets users experience their phone like an analog camera. Currently there are more than one million people shooting with the Hipstamatic.

HIPSTAMART.COM

Hipstamart.com is an e-commerce website that integrates with the Hipstamatic for iPhone application. The online retailer sells analog photographic prints of images taken with the Hipstamatic.

Current products...

4" Prints. Sold in packs of 9 (\$4.99) or 24 (\$9.99)

7" Prints. Sold in packs of 3 (\$7.99) or 9 (\$19.99)

THE PRINT LAB

Hipstamatic has teamed up with Specialty Color Services based in Santa Barbara, CA to bring the prints to life. The print lab proudly produces finest quality photographs through a magical combination of digital and analog processes—offering the best of both worlds. Each digital image is initially treated to our special-blend image processing software. This ensures accurate color reproduction, from subtle to saturated shades. Next in line is our analog photographic paper—classic, continuous-tone, time-tested, and ever-wondrous—to complete the process. Infused with two dynamically reactive ingredients, silver and dye, this paper features an infinite color palette that comes to life through the magic of chemicals and light to reveal longlasting imagery at its finest.

For more technical terms and specs see page 2.





THE PRINT LAB, IN MORE TECHNICAL TERMS...

Our photo lab produces Hipstaprints on a Fuji Frontier Minilab using Fuji Crystal Archive Type C photographic paper and Fuji chemistry. Fuji Crystal Archive paper is top-rated among the competition for image permanence. In recent studies, it had the highest display permanence rating among silver halide prints with a remarkable estimated lifespan of 100+ years in dark storage and 40 years behind glass. This is more than twice the lifespan of competing products. This paper also features vivid color reproduction that includes both subtle and saturated shades, brilliant whites that retain highlight detail, and rich blacks.

Here's how the process works:

1. A digital image passes through sophisticated imaging processing software. We use the finest current color management software. This is key to quality color reproduction.
2. RGB lasers expose Type C photographic paper.
3. Color Developer develops the latent silver image and activate the dyes in the paper.
4. Bleach Fix dissolves (removes) the silver after the formation of dyes is complete.
5. Wash tanks remove the chemical residue.
6. The paper is dried.
7. Prints are hand-inspected to ensure that they meet lab standards.

For quality assurance, we check our chemistry each day with control strips, and monitor our printer throughout the day with paper balances to ensure consistent colorreproduction.

Summary of highlights:

- * We print real silver-halide prints.
- * We use the top-rated paper for image permanence, Type C Fuji Crystal Archive paper.
- * Our process features a combination of digital and analog processes.
- * Quality color management software and daily process monitoring with chemical control strips and paper balances ensure vivid and consistent color reproduction
- * Hand inspection provides final quality control

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