



## **Alt Photo for iPhone Now Free**

*Apply a wide range of sophisticated analog looks to photos. Simple controls let you quickly get back to shooting.*

Raleigh, North Carolina – January 14, 2013 – Alien Skin Software today announced the immediate price reduction of Alt Photo to free. Alt Photo is a photo app for Apple iPhone that applies a wide range of analog looks to photos and renders sophisticated effects with ease.

Alt Photo reproduces effects from throughout the history of photography, offering numerous black and white styles that cover everything from scratched Daguerreotype to grainy modern film. Obscure processes like Technicolor and Kodachrome bring back the feel of past decades. Alt Photo also provides subtle portrait films that don't draw attention to the effect.

"It's fun to give iPhone photographers cool results from our work on professional photography tools," said Tom Welsh, creator of Alt Photo. "We stripped away all the geeky controls and made complex effects easy to apply."

There is rocket science under the hood but Alt Photo feels simple. Just snap a picture and choose your look. Photos can be shared simultaneously with multiple services, including Facebook, Twitter, Instagram, Flickr and e-mail. Alt Photo makes changing your mind easy. If you want a new look, you can open any of your recent photos and swap out the old style for a new one.

## **Pricing and Availability**

Alt Photo is available through the iPhone App Store. Beginning January 14, 2013 Alt Photo is FREE.

## **System Requirements**

iPhone 3GS or later

iOS 5.0 or later

## **About Alien Skin Software**

Alien Skin Software distills advanced math into simple tools that render beautiful pictures. For product review information visit [www.alienskin.com](http://www.alienskin.com), e-mail [press@alienskin.com](mailto:press@alienskin.com), or call (919) 832-4124.

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