

# Press Release

Moving Target Ltd.

Issue Date:

18th April 2011

## **VIDEOMASK** FOR IPHONE AND IPOD TOUCH

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### **VideoMask 1.02 for iOS - Put Your Words In Their Mouth**

London, United Kingdom - Moving Target is pleased to announce the release of VideoMask 1.0 for iOS. A fun and unique app that allows users to create a mask out of any image, then record a video through the mask using their own eyes and mouth. Images can be loaded from the photo library or taken with the camera, and several masks are included to get started. VideoMasks can then be saved to the photo library or shared from within the app via Email, Facebook and Youtube.

VideoMask is perfect for creating and sharing fun messages with friends, family, and colleagues or showing created clips off to the rest of the world. Possible uses range all the way from birthday greetings to political commentary, or just a unique way to say "I'll be late home tonight".

The masks available for use are only limited to the users imagination: Friends, Family, Celebrities, Sports Stars, World Leaders or Cartoon Characters, just about any image users can capture can become a VideoMask.

The simple interface also means that anyone can create a VideoMask. Just select an image, line up the facial features and press record. Video tutorials explaining how to use the app are also available on the VideoMask website.

### **Features**

- \* Create fun videos to share with friends or the rest of the world
- \* Use a photo from the camera or load one from the photo library
- \* Ten pre-made masks are included with more coming soon
- \* Save your favourite masks to use again
- \* Auto colourise your face at the flick of a switch to match your chosen image
- \* Simple user interface means anyone can create a VideoMask
- \* Save your VideoMask to the iPhone photo library
- \* Share your VideoMask via Email, Facebook or Youtube

### **System Requirements**

VideoMask requires a front facing camera and iOS 4.1 or above.

### **Pricing and Availability**

VideoMask 1.02 is available worldwide through the App Store for \$0.99

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**Website:** <http://www.videomask.co.uk/>

**iTunes Store link:** <http://itunes.apple.com/us/app/videomask/id429409492?mt=8>

**Youtube:** <http://www.youtube.com/videomaskapp>

**Twitter:** <http://www.twitter.com/videomask>

**Press Pack:** <http://www.videomask.co.uk/Press.zip>

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Moving Target was founded in 2005 by Max Howell, and is a digital design company based in London, United Kingdom. They released their first iPhone app in 2010 and are still creating websites, animation and digital video for clients worldwide.

For more information or an evaluation version please contact:

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