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For Immediate Release

TINROCKET RELEASES THIS FOR IOS

Add pointers, labels, descriptions and commentary to your photos. Tell the whole story with This by Tinrocket.

Brooklyn, NY. Tinrocket releases photo annotation app, *This by Tinrocket*, on the iTunes App Store.

This by Tinrocket for iPhone, iPad, and iPod Touch enables users to add pointers, labels, descriptions, and commentary to their photos. Beautifully designed, with a clean and minimal interface, *This* lets users tell stories and give context to their photos in a quick, fun, and engaging way.

Creative storytelling at its best

"Although *This* can be used simply as a photo annotation utility, we really see our app as a creative storytelling tool," notes John Balestrieri, founder of Tinrocket. "During beta testing, we were most excited when people used labels to share details that wouldn't normally be obvious. By quickly adding a personalized label, their photos instantly transformed into meaningful stories."

Beautifully streamlined and simplified design

Designed with one font, three color settings (auto, black, or white), and three font size options (four for iPad devices), labels are quick and easy to make. The minimal design quietly complements the photo without distracting from the image or its narrative.

"We designed the UI and the label options to be clean and simple. It suits our design aesthetic and also lets the user really focus on their image and the story they want to tell," says Balestrieri.

In addition to color and size options, *This* ships with seven expressive pointers (dot, arrow, circle, x, heart, line, dotted line). A simple tap toggles between them, making it a breeze to quickly add personality and detail to any photo.



Streamlined UI. Simplified settings.

Your photos have a story to tell

With three successful apps (including the photo app sensation, Waterlogue) and over 1.25M downloads to date, Balestrieri is excited to add *This* to Tinrocket's stable of apps.

"*This* is a natural addition to our family of apps. While Waterlogue, Percolator and Popsicolor transform photos into works of art, *This* allows users to tell the story behind those photos. It lets their photos speak for themselves."

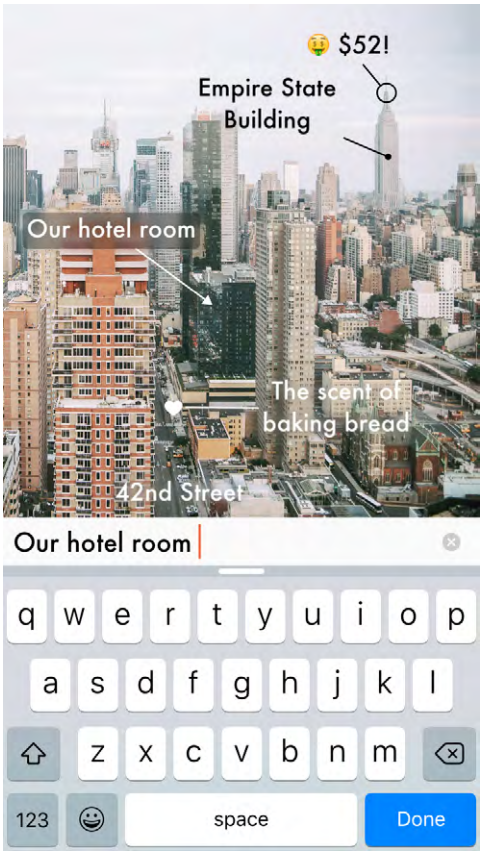
Available for iOS 9.2 or greater devices on the App Store.



3 color settings, 3 size options



Select from 7 different pointers



Tell your story with descriptions & commentary

High resolution images available in the media kit.

This

This by Tinrocket for iOS

Feature Set:

- Add labels, pointers and descriptions to your photos
- Clean, minimal design
- Simple, interactive and fun to use
- 7 expressive pointers to suit your mood
- Easily add, delete, re-size, or re-position pointers
- Save to your phone or share via Instagram, Facebook Twitter, Pinterest or Email

Availability: Worldwide through the App Store
Requirements: iOS 9.2 or greater
Price: $1.99 US

Available on the App Store

tinrocket

About Tinrocket

Founded in 2006, Tinrocket is a Brooklyn-based company dedicated to making original, creative software for mobile and desktop. Other popular apps by Tinrocket include Waterlogue, Percolator, Popsicolor and Waterlogue for Windows 10.

Media Kit: http://tinrocket.com/press
Press: press@tinrocket.com
More: http://tinrocket.com/this

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