



Hipstamatic®

PHOTOGRAPHY WAS INVENTED BY SCIENCE, BUT BROUGHT TO LIFE BY ARTISTS.



JULY 2013

WHO WE ARE

Hipstamatic is a photography company aiming to inspire the world to live more beautifully and creatively. Through a variety of offerings, including Hipstamatic, Snap magazine, IncrediBooth, and PrintLab, Hipstamatic encourages its community to tap into their inner artists and use photography as a gateway back to creativity.

BY THE NUMBERS

4M monthly active users
60M photos taken each month
Over 2 billion shots snapped on Hipstamatic Classic since launch

**Numbers are cool,
but our community's even cooler.**

Hipstamatic is used by some of the most creative minds in the world, across a variety of industries, including fashion, art, music, food, photojournalism and beyond.

From the editorial spreads of Harper's Bizarre to the cover of TIME magazine to the pages of Jamie Oliver's cookbooks, Hipstamatic photographers have had their work showcased on a global stage, and they're ushering in a new era in photography.

WHAT WE CREATE

We are more than just an app company, we make products for the creative class.

MEDIA CONTACT

Molli Sullivan
molli@hipstamatic.com

Oggl

Oggl is a community for creative people to capture and curate their lives in photos. It offers a brand new way to experience Hipstamatic's beautifully crafted filters, and connects the Hipstamatic community and likeminded creatives from around the world.

Oggl PRO

Designed exclusively for Nokia Lumia 1020, Oggl PRO is an advanced iteration of our original Oggl app that gives photographers more control when snapping photos.

Hipstamatic

For the classic Hipstamatic photographer, the original camera experience that started it all.

Snap Magazine

The #1 photo and art magazine in the App Store, Snap magazine for iPad and iPhone showcases the endlessly talented Hipstamatic community, and highlights the driving forces behind global culture. Read by nearly 400,000 people every month, Snap has become a cultural beacon for the creative class.

IncrediBooth

Take awesome photo booth pictures with your friends, anytime, anywhere.



“Oggl means to stare, to look — and that’s exactly what you should do with photography on Oggl. These are photos you should stare at, admire, and fall in love with.”

Lucas Allen Buick
CEO & co-founder, Hipstamatic

WHAT IS OGGL?

Oggl is a community for creative people to capture and curate their lives through photography.

WHO SHOULD USE IT?

Oggl was created to connect the global Hipstamatic community like never before, and is also a place for likeminded creative people who use photography as a way to connect with their inner artist.

FEATURES

Capture: Oggl is a “capture-first” experience using Hipstamatic’s beautifully crafted lenses and films that our community has grown to love. Whether you see someone rockin’ amazing street-style, or spot a cool mural on your way to work, a “capture-first” experience ensures you never miss a shot.

Curate: Share your best photos to your Oggl profile to curate your personal story. Browse the Curated Editorial Feeds, which are curated by the

Hipstamatic team and talented photographers from around the world, not algorithms or computers. See a photo you really love? Curate it to your personal profile by tapping the “Star” icon.

ADDITIONAL FEATURES

Oggl Profile: Your personal profile showcases your Oggl photos, photos you’ve curated and your “My Collection” photos (a combination of personal and curated photos).

Favorites: Oggl comes with 5 “Favorites” pre-loaded for situational shooting: Landscape, Food, Portrait, Nightlife and Sunset. However, you can quickly create new Favorites to match your own artistic and photographic point of view.

Edit: For the first time ever, edit a photo after it’s taken to experiment with different looks. Experiment, get creative, and always land on a look you love.

Tap to Preview: Curious what the effect will be before you shoot it? Now tap to preview any lens and film combination before snapping a photo.

Share: In addition to sharing on Oggl, easily share to Facebook, Twitter, Instagram. Coming Soon: Foursquare, Tumblr and Flickr.

Love: “Love” photos from around the community to, well, show some love. Simply tap on the photo, then tap the “Heart” icon. Ahhh, love. :)

My Collection: Your Oggl photos and curated photos show up in one place, reflecting your own artistic eye and creativity.

JOINING THE COMMUNITY

Oggl is an experience designed for capturing and curating beautiful photos, not for showcasing ads. To support this vision for the community, Oggl is available via two subscription options: Quarterly for \$2.99 and yearly for \$9.99. Each subscription comes with access to Hipstamatic’s entire catalog of current lens and film gear, and guarantees a new gear each month.

AVAILABILITY

iOS
Windows Phone 8

REQUIREMENTS

iOS:
Currently for iPhone owners running iOS 6 +

WP8:
Lumia 928, 925, 920/920T, 822, 820, 810
Samsung ATIV S
HTC 8X

MEDIA CONTACT

Molli Sullivan
molli@hipstamatic.com



MEDIA EVENT | 07 MAY 2013