



VISUAL SUPPLY CO

VSCO CAM PRESS RELEASE



Visual Supply Co (VSCO)  
2694 Bishop Drive Ste 106  
San Ramon, CA 94583

-

p / 925.413.8250  
e / [info@visualsupply.co](mailto:info@visualsupply.co)  
w / [visualsupply.co](http://visualsupply.co)  
t / [@visualsupplyco](https://www.instagram.com/visualsupplyco)

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

Contact: Joel Flory  
Office: 925.413.8250



# Visual Supply Co Releases VSCO Cam

San Ramon, CA / April 26th, 2012

Visual Supply Co (VSCO) has announced the release of their much-anticipated iPhone camera app, VSCO Cam, available worldwide in the iTunes App Store for .99 cents (US).\*

Building on the foundation of VSCO Film, revolutionary camera profiles and presets for digital image editing, VSCO Cam is an easy-to-use iPhone and iPod Touch camera app with elegant, minimal processing options. The sleek interface and streamlined workflow enable photographers to quickly create gorgeous images to share via major social media outlets such as Twitter, Facebook, Instagram and in the near future, VSCO Sites.

To view a brief video highlighting key features, please visit:

[visualsupply.co/blog/introducing-vsco-cam](http://visualsupply.co/blog/introducing-vsco-cam)

“We believe VSCO Cam will change people’s perceptions on camera phone photography,” said Joel Flory, Visual Supply Co’s CEO and Co-Founder. “No one wants to spend hours meticulously editing photos on their phone. VSCO Cam delivers beautiful results in a quick and efficient manner- get in, get out and get on with life .”

VSCO Cam comes with ten unique filters providing a minimally processed look for iPhone photos. The app sets itself apart from the overly processed filters seen in many of today’s apps, as well as utilizing uncompressed jpgs to produce the highest image quality possible. In addition, a series of simple editing tools including Fade, Grain, Contrast, Exposure, Fill Light and more, enable photographers to edit their images with speed and precision.

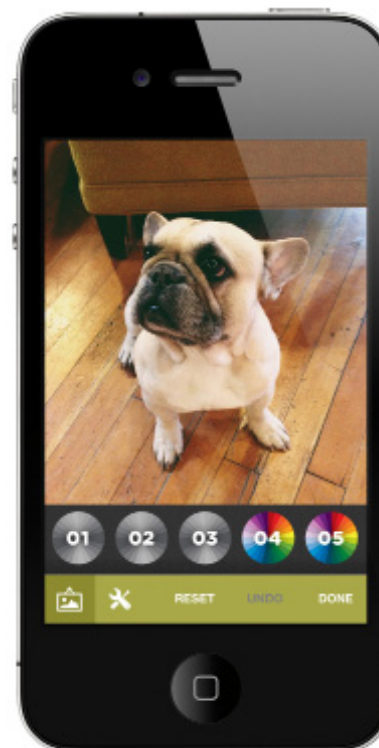
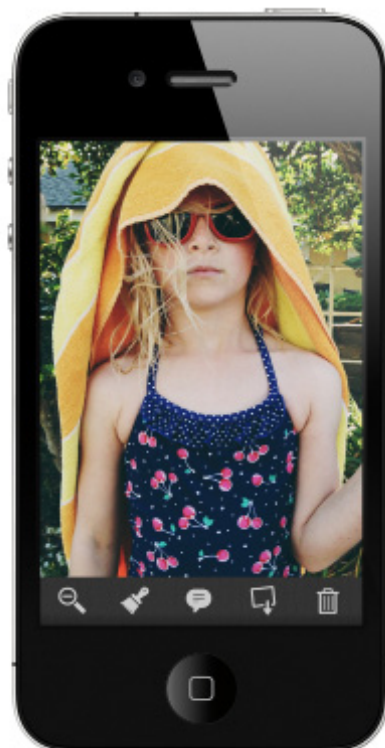
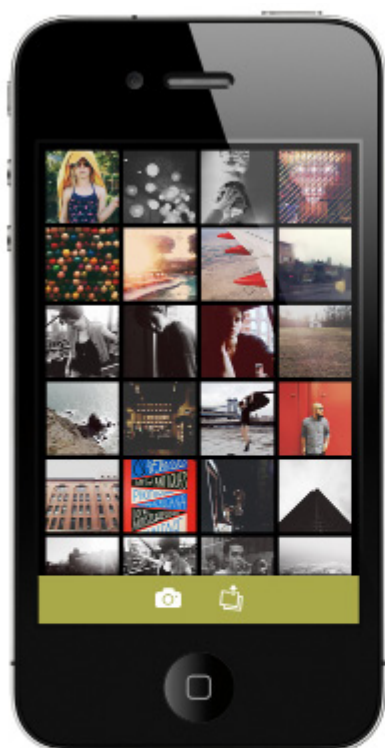
To view a fashion shoot by photographer Collin Hughes using VSCO Cam, please visit:

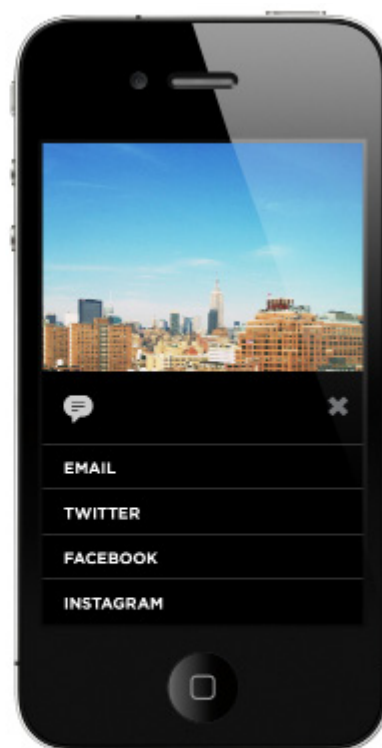
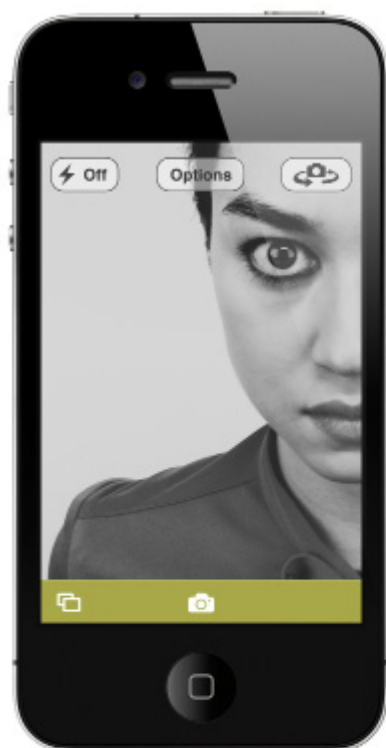
[visualsupply.co/features/vsco-cam-collin-hughes](http://visualsupply.co/features/vsco-cam-collin-hughes)

Co-founder and CCO Greg Lutze said, “VSCO Cam is not a toy or a gimmick; it is a legitimate photography tool. The results really do speak for themselves.”

For more information and image samples, please visit [visualsupply.co/vscocam](http://visualsupply.co/vscocam)

\*Available worldwide. Please check your local App Store for pricing.

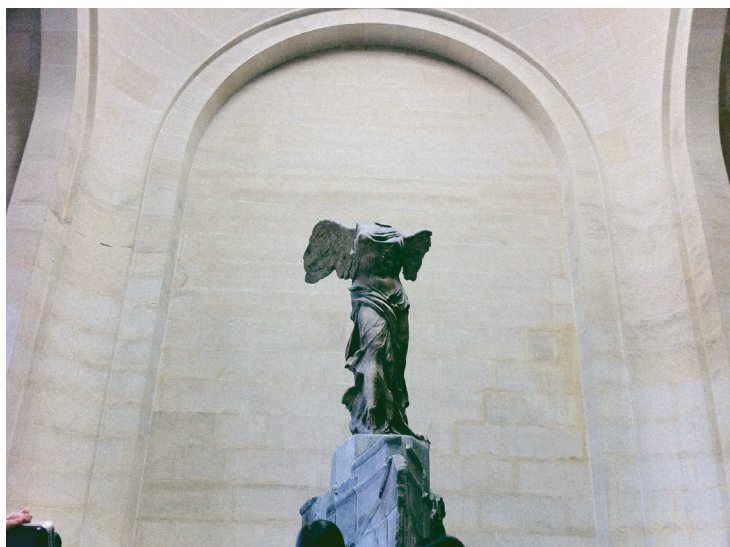




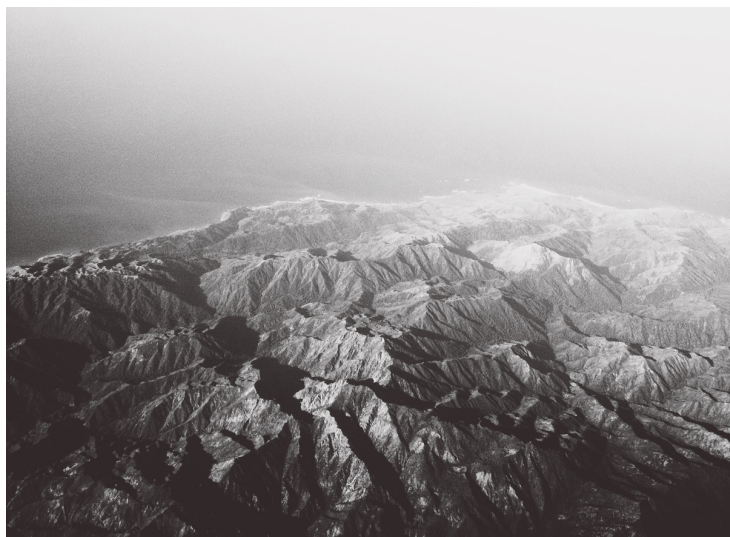
















## ABOUT VSCO

VSCO is passionate about creating beautiful and efficient digital tools for the modern creative.

Members of the small but mighty team previously created work for Apple, MTV, Audi, Levi's, Adobe, Sony, Under Armour, Xbox, WebEx, Getty Images, Nintendo, T-Mobile and Adidas. Formed in 2011, the company is located in the Bay Area, just outside of San Francisco, CA.

[visualsupply.co](https://visualsupply.co)