



BeCasso transforms photos into high-resolution, printable artworks & comes with new editing tools

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German tech start-up Digital Masterpieces released a new version of its iOS app "BeCasso" this week. BeCasso transforms snaps and photos into unique, high-resolution and therefore printable artworks, providing different art styles and brushstroke editing tools.

BeCasso's art styles – oil painting, watercolor and cartoon – come with a range of pre-defined filters for instant, hassle-free conversions, delivering quick results. Taking into consideration that every picture has its own characteristics, the app allows to fully adjust each style until perfection: The wetness of watercolor paintings, the thickness of used oil paint, the intensity of cartoon pen outlines, and many more.

Creative minds embrace the state-of-the-art editing tools, which put full brushstroke control at their fingertips and allow for pixel precise alterations and touch-ups. To add the final touch, artists can select from multiple canvas textures and color filters, giving their art an authentic look and feel. Created with BeCasso, every piece of art is unique as if it was made by hand.

All editing happens on the device in real-time, making all functionality available offline while keeping the data secure at all times. Unlike its competitors, BeCasso's powerful image processing engine produces images in such a high resolution that even large prints are perfect to the last pixel.

To make best use of this high quality, Digital Masterpieces has teamed up with CanvasPop to offer canvas prints directly from the app, including a 100% Love Guarantee. Artists can already get a first glimpse of how each of their masterpieces would look in a festive environment, inspiring them to take the upcoming holiday season as opportunity to give it a try. Individual pieces of art make perfect presents for friends and beloved ones – this year thanks to BeCasso's high-quality, high-resolution technology.



Digital Masterpieces GmbH
August-Bebel-Str. 26-53,
14482 Potsdam, Germany

PHONE
E-MAIL
WEB

+49 (0)176 21742282
mail@digitalmasterpieces.com
www.digitalmasterpieces.com

MANAGING
DIRECTORS
REGISTER

Marc Hildebrandt
Sebastian Pasewaldt
HRB 26167 P

Quick Information

App	BeCasso – Transform photos into paintings
Genre	Photo & Video
Platform	iOS (universal)
Developer	Digital Masterpieces, Potsdam/Germany
Business Model	Premium (\$1.99)
Localization	English, German, French, Chinese, Japanese, Spanish, Italian, Portuguese

Video	http://bit.ly/BeCasso-iPad-Video
Website	www.digitalmasterpieces.com/becasso

BeCasso's main features in a nutshell:

- ▶ Transform photos into high-resolution paintings
- ▶ Choose from three unique art styles (oil painting, watercolor, cartoon)
- ▶ Take full control of your artwork with state-of-the-art editing tools
- ▶ Watch your photos convert instantly, no waiting required
- ▶ Use fingertip paint brush for pixel precise touch-ups

What's new in BeCasso 1.1:

- ▶ Complete makeover: New styles, new editing tools, improved user interface
- ▶ Holiday Season Special: Get a glimpse of your artwork as a present
- ▶ Create your own Cartoon with our new styles
- ▶ Use your finger to paint or adjust a style in specific areas
- ▶ Add canvas or paper textures for a realistic look & feel
- ▶ Export high-quality, high-resolution artwork
- ▶ Order your masterpieces as canvas, delivered directly to your home

About Digital Masterpieces

One trillion photos are taken every year and billions of them are shared online. Soon 90% of the world's internet traffic will be video. The impact of visual omnipresence is undeniable. Digital Masterpieces – a spin-off of the Hasso Plattner Institute in Potsdam, Germany, and built by the German Deep Tech incubator – integrates innovation from research into a high-performance image and video processing platform. Digital Masterpieces forms the basis for a number of creative tools, apps, systems and services for end-users and industries that create, manage, use and distribute visual media.

Press Contact

Mandy Klingbeil, e-mail: mandy.klingbeil@digitalmasterpieces.com



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14482 Potsdam, Germany

PHONE +49 (0)176 21742282
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HRB 26167 P