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MEA Mobile Creates Instant Vintage Video for Apple's iPhone

8MM Film Filter for Apple's iPhone Enabled with Social Media Facebook Sharing

NEW YORK--([BUSINESS WIRE](#))--[MEA Mobile](#) today announced its breakthrough motion video app: iSupr8. iSupr8 gives your Apple iPhone videos an unprecedented professional 8mm film treatment and lets you share the creations on Facebook. MEA Mobile's algorithm individually grades each pixel based on exposure while adding a projector frame, flicker, vignette, noise and film-burn for a realistic effect. "iSupr8 was designed by film enthusiasts," says Bruce Seymour, Managing Director at MEA Mobile. "It is a mobile social media app that acts to defamiliarize imagery making users appreciate what might before be considered common. You see the familiar in a new way," explains Seymour, "This app turns videos into warm and fuzzy memories and with [Facebook](#) integration your friends and family share in the fun."

"Supr8 is not just a fun novelty app, it is an effort to revive and increase awareness of a commercially dying format to a new generation, as well as a great production tool for filmmakers seeking an authentic, vintage look," says Klas Eriksson, Independent Filmmaker and Senior Designer at MEA Mobile. iSupr8 is the only vintage motion film app that shoots in 720p HD.

"While developing our Tru8™ processing to emulate the texture and warmth found in the original 8mm format, a majority of the time and energy was spent making sure that the color grade was as authentic as possible. No filters or cheap overlays are used in the coloring process.

"We are determined to introduce a new generation of filmmakers and consumers to the beauty of this old format to make sure it does not die out," adds Eriksson.

During the first 24 hours of release iSupr8 is on sale for 99 cents. iSupr8™ features:

- Tru8™ Processing
- Simple User Interface
- Share on Facebook with Facebook Connect
- Send via Email
- Record Standard & High Definition Video

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Tweet This: [#Mobile Vintage 8MM Video #App for #iPhone http://goo.gl/UgmSD](#)

The Apple iPhone application is available for Apple's leading iOS devices including the iPhone 4, iPhone 3GS, and 4th Gen iPod Touch. View [sample video](#) and more information at: www.iSupr8.com

[MEA Mobile](#) develops innovative software and hardware for Apple iOS, Google Android and Facebook platforms. The company's breakthrough products include the [iGloLEDset](#), WiFi controllable color lights available for iOS and Google Android; iSupr8, the world's first HD 8MM video color grade and filter application for the Apple iPhone 4 and iPhone 3GS. MEA Mobile is actively expanding and currently has offices in New Haven, Connecticut and Auckland, New Zealand.

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