

iSupr8 & Turtleback Evolve Mobile-Indy Film Ecosystem
Super 8 Video Filter App Augmented with iPhone Lens Accessories

New Haven, CT- June 23rd 2011 - MEA Mobile today announced a joint marketing initiative for its [iSupr8, Super 8mm vintage video filter app](#) with Turtleback, maker of add on lens kits for Apple's iPhone. " 'Mindy' filmmaking is exploding," says Bruce Seymour, Managing Director of MEA Mobile, "people are able to shoot, edit and share their video creations, in a matter of minutes and all from one device."

"iPhoneography has become a strong competitor in the compact digital camera market. Apple device's impressive camera functions are further enhanced by the wide variety of applications available on the App Store," says Toji Masaya, of Turtleback. "our add-on hardware further advances what is possible."

Turtleback designed a jacket which allows iPhone users to mount their device on a tripod and attach conversion lenses to it. The iSupr8 app filters your videos with a professional Super 8mm film treatment. "The iSupr8 app and our Turtlejacket compliment each other beautifully," adds Seymour "Turtleback and MEA Mobile both share a culture of innovation and we're excited about working together."

Users can now share their creations on iSupr8's new social media site: share.isupr8.com. A featured iSupr8 video filmed with Turtleback's Turtlejacket can be viewed at: <http://www.meamobile.com/isupr8/turtleback/>

Tweet This: [Instant #Super 8 Video Vintage Augmented With Turtleback Lens http://goo.gl/p1dHA](#)

iSupr8™ the Super 8 mm video filter app is available for Apple's revolutionary products including: iPad 2, iPhone 4, iPhone 3GS, and 4th Gen iPod Touch. More info at: www.iSupr8.com

About MEA Mobile:

MEA Mobile innovates on the Apple iOS, Google Android and Facebook platforms. The company's breakthrough products include: [iSupr8](#), a professional grade [Super 8 mm video filter app](#) for the iPhone and iPad2; [iGloLEDset](#), [WiFi controllable LED lights](#) available for Apple iOS and Google Android. MEA Mobile is actively expanding with offices in New Haven, Connecticut and Auckland, New Zealand.

About Turtleback

Turtleback designs and manufactures a broad range of photo accessories for Apple's iPhone. Their best selling TurtleJacket allows users to mount the iPhone on a tripod and attach conversion lenses to it. By using the Turtleback jacket users can utilize numerous third party conversion lenses. The company also produces high definition professional lenses, rainproof pouches and other accessories.

Contact:
Bruce Seymour | bruce@meamobile.com
MEA Mobile | 203.599.1111
900 Chapel Street
Sixth Floor
New Haven, CT 06510
www.meamobile.com