



K2Mobile Vision, LLC

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App Now Available on Apple App Store

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VideoPro Camera™ Transforms the iPhone® into a Professional Video Tool

Ever discovered too late that the sound on your iPhone® video is unintelligible?

VideoPro Camera™, a new app with professional features previously unavailable on the iPhone, solves this problem and more. Listen as you record video to eliminate ugly audio surprises down the road.

“Great video requires great audio,” says Ken Kobre, CEO of K2 Mobile Vision, LLC and author of *Videojournalism: Multimedia Storytelling*. “We think this breakthrough feature alone will be a real enabler for videojournalists and videographers — and everyone else who wants to produce the best possible video with their iPhone.”

In addition to its groundbreaking audio capabilities, VideoPro Camera™ brings additional professional capabilities to the iPhone including precision controlled zoom speed; independent locking of focus, exposure, and white balance; an on-screen audio meter; control of video quality and frame rate; and stabilization – all with controls that are easy to see and use.

The integration of professional features in VideoPro Camera was inspired by Kobre’s more than 30 years’ experience as an educator and professional. Most pros working in photojournalism and video journalism today learned from Kobre’s best-selling textbooks *Photojournalism: The Professionals’ Approach* and *Videojournalism: Multimedia Storytelling* (both published by Focal Press).

VideoPro Camera™ is available now from the Apple® App Store for \$4.99.

For more information, visit the VideoPro Camera™ website at videoprocamera.com
(Note: zoom and stabilization require iPhone 4S or 5.)

Here's what early users say:

"I think this app is definitely going to be a game changer."

Seth Gitner

Assistant Professor of Newspaper and Online Journalism
and Multimedia Photography and Design
S.I. Newhouse School of Public Communications
Award-winning multimedia journalist

"For a truly mobile journalist tool, this app can answer the need."

Tim Broekema

Professor of photojournalism, Western Kentucky University
Award-winning photojournalist/videojournalist

"I'm a fairly unsophisticated user, but by far the most valuable feature to me is the zoom capability. Makes a huge difference in what I can do."

Charles H Green

Founder and CEO, Trusted Advisor Associates, LLC
Business Consultant and Public Speaker

"I especially liked the ability to automatically save to the camera roll as I was recording my aunt's ice-skating practice recently. And the stabilization worked miracles on the fully zoomed-in tracking as she went around the ice."

Joshua Curry, Web Developer

Award-winning photojournalist/videojournalist

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