



METAOPTION

CASE STUDY

PixPoetry iPhone Application For PixFusion

CASE STUDY

PixPoetry iPhone Application

About the Client

Located in New York City, PixFusion has been a leader in personalized entertainment and composite imagery across all media formats since 2001. Using patented technology, PixFusion offers custom-fused audio, photo, and video products and services. In addition to its high profile Kideo brand video/DVD products for children, Pixfusion is actively engaged in mobile, web, and video application development.

Application Overview

The PixPoetry iPhone app featuring Purple Ronnie allows users to create and send personalized animated messages featuring *Your Face! Your Message!* Users pick from a list of themes, such as *Husband to Wife* or *Girlfriend to Boyfriend*, then choose from a list of assorted poem messages, or write one from scratch. Next, users pick from a set of theme-related character animations. Using PixPoetry's photo tap feature, users can paste and play with personal iPhone photos directly on the faces of the animations. Music selections are also available. The animation can be saved to iPhone, other smart phones, or desktop, and shared with friends.

MetaOption Solutions

App Features

While keeping with all of PixFusion's form and function requirements, we were able to successfully enable PixPoetry application features, including:

- Theme list display
- Theme-related poem display
- Animation display with scrollable view
- Direct photo selection from iPhone photo album
- Oval shape photo cropping and adjustment
- Direct mail to iPhone contacts
- Write, send, save, edit, and resend cards
- Table view of saved and sent cards
- Allow music file for each animation

Technology & Environment

- iPhone OS 3.1.2 or later
- Objective C
- Development Environment: Xcode 3.1.2
- Database: SQLite

Interface

View of PixPoetry app home screen on iPhone:

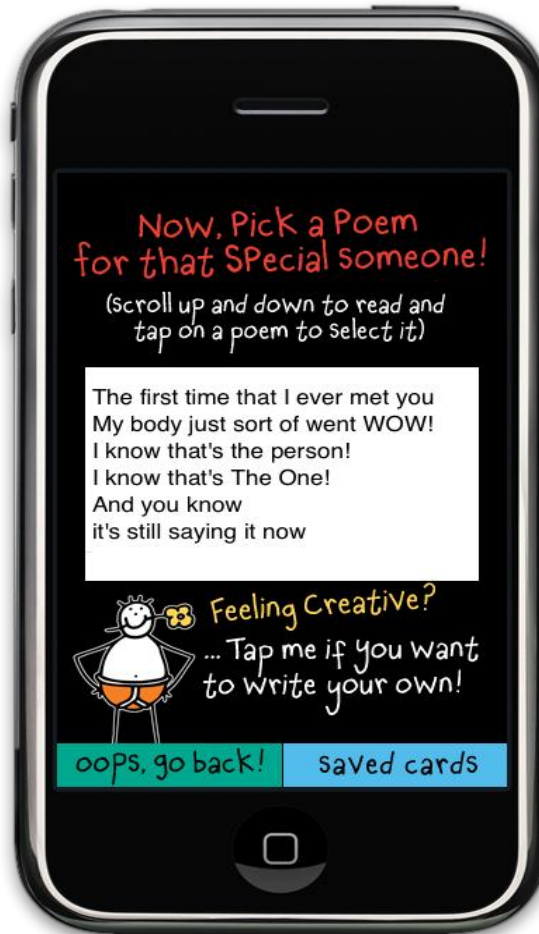


"tap Me to begin" displays theme list

First, pick from a list of themes:



Next, choose from a list of assorted poem messages, or write one from scratch:



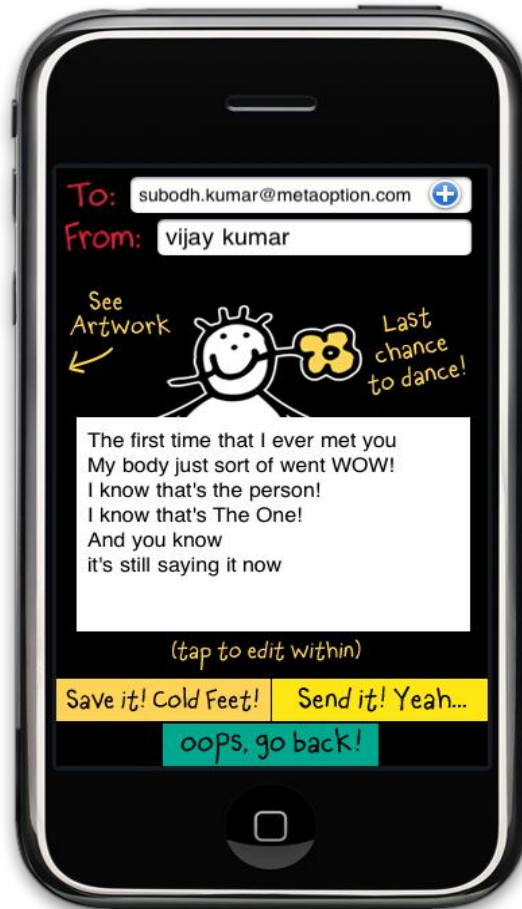
There are a number of theme-related character animations available:



Using PixPoetry's photo tap feature, users can paste and play with personal iPhone photos directly on the faces of the animations. Music selections are also available.



The animation can be sent to contacts or saved:



PixPoetry app iTunes link

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=353176405&mt=8&ign-mpt=uo%3D6>

