

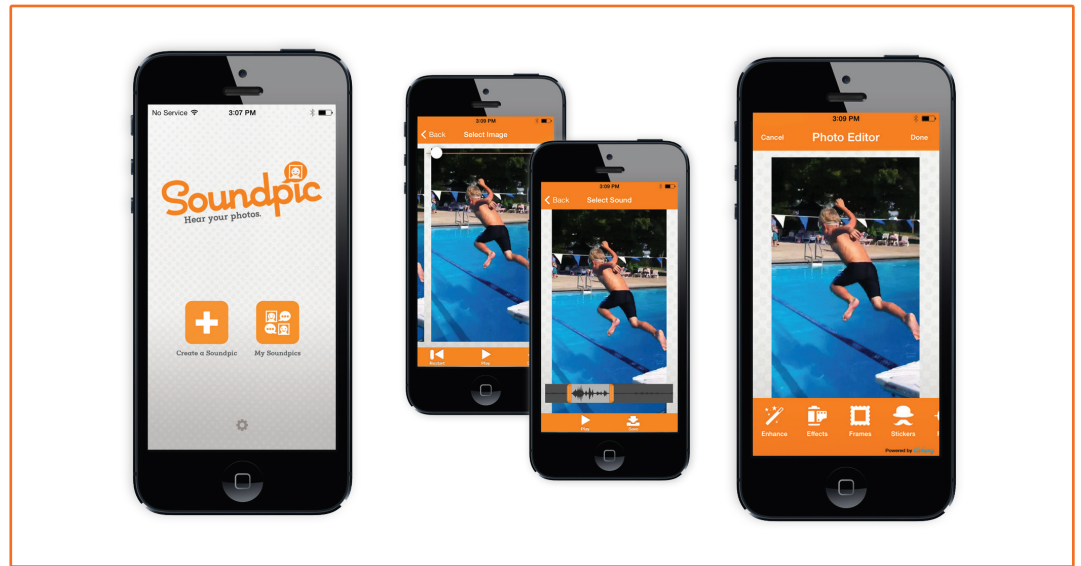


For The Media

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INTRODUCING SOUNDPIC 2.0: Now with mix and match sound capabilities

Kansas City, MO – January 13, 2014 – Soundpic, the iPhone app that pairs a still image and sound clip from your video, has released a new version. The app now allows users to mix and match sounds with images from videos and photos.

Soundpic team member Elizabeth Paolini said this change was spurred directly by user input. “We launched the first version of Soundpic and have been pretty intrigued by the consistency of feedback. The comment we heard the most was that people wanted to be able to self-select the perfect sound for the perfect photo.”

For example, you can pair that giggle with the perfect photo where all the kiddos are smiling. Or, narrate a favorite photo. You could even add humorously mismatched sound effects.

Soundpic also includes new editing tools to crop, add filters and stickers.

And now, it's easier than ever to share Soundpics, thanks to links instead of files.

Update now at soundpic.com/iosdownload

ABOUT SOUNDPIC:

Soundpic began when the creators observed a shortage of ways to use “meaningful” audio in the memory keeping space. In an industry flooded with image-based apps, there is a distinct gap when it comes to the ability to obtain and use audio in an engaging way.

Taking the best of two worlds (the sound of video, and the way a photo captures the essence of a moment), this iPhone app combines a still image and a sound to create one shareable “Soundpic.”

Get inspiration and find out about contests with prizes when you follow Soundpic at Facebook, Twitter and Tumblr.

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