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FRAMING PICTURES FOR THE DIGITAL AGE
Bezel Photo Seeks to Re-Shape the Way We Use Photos on the Web

*Seattle, WA—December 19, 2012—*The Internet is powered by pictures. There's no denying it, the web is increasingly a visual place, and the fastest growing platforms are hotbeds for photo sharing. Each day, people load up over 500 million photos on Instagram, 300 million more on Facebook, and another 2.125 million on Twitter. Accompanying each of these photos are millions more comments, likes, retweets, tumbles, and pins. We love our photos, and we love to share them.

But all these pictures also present a problem. In a world drowning in visuals, how do you stand out?

That was the guiding question for Seattle-based Mind Diaper when they set out to develop their latest iPhone app, Bezel Photo.

Mind Diaper designed Bezel Photo, a photo sharing app, to be set apart from a crowded pack of photo applications by focusing on a different aspect of photo sharing.

"Bezel allows you to overlay your photos with a shape," says Jesse Bryan, Mind Diaper's CEO. "Most photo apps are about manipulating the image. Bezel is about framing your image in a new way so that you will get noticed."

Because the app isn't focused on heavy editing features, Mind Diaper was free to focus on creating a beautiful interface that is design-focused, elegant, and clean. Bryan is passionate about the user experience since the idea for Bezel was inspired by the design community on Twitter.

"The idea came up as we saw a trend in the design community of placing shapes over avatars to stand out in social media streams," says Bryan. "We wanted to take this look and make it accessible to people who don't own expensive design software."

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If you'd like more information about this topic, or to schedule an interview with Mike Anderson, call 206.384.9809 or email mike@minddiaper.com