

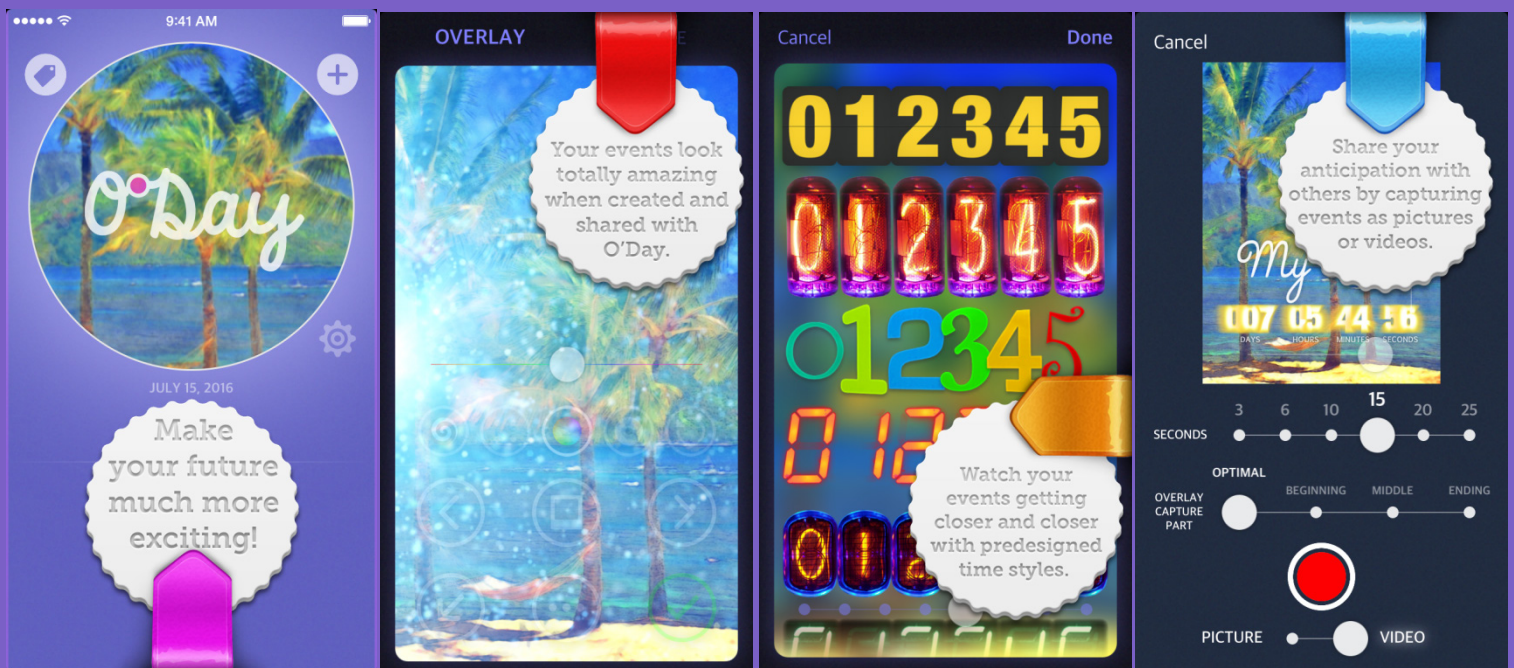
# O'Day

O'Day is where the user's future lives as  
vivid and exciting visions.

Conceptual UI.

Handcrafted animations.

Advanced use of GPU.

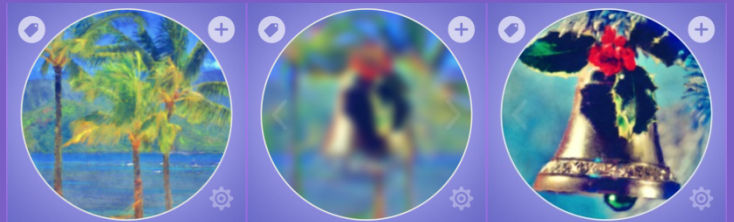


# Home Screen



- To familiarize the user with the app, the event list is initially populated with demo events.
- The tag selector lists the most common categories of events. Custom tags can easily be added. The zeros in the tag counters might motivate the user to start adding events.

- Scrolling through the event list creates a transitioning effect of "future visions". Backed by OpenGL shaders.



# Backgrounds



User's image

With a video overlay

- O'Day uniquely offers pre-rendered, animated video overlays to convey the user's emotions for every event.
- The user is given control over the blending mode, orientation, color, and the amount of zoom blur when selecting a video overlay.
- When the user is selecting an overlay, any changes in the user's image and overlay options are displayed in real-time, with gradual transitions and no abruptness.



# Time Styles

- The user is offered with an assortment of predesigned digit styles for event countdowns. Even a picky user can find the style that really suits best for the event.
- Also featuring a number of carefully animated digit styles. More than 2,500 distinct animation frames.
- In addition to the standard time components, the user can choose heartbeats as the countdown for a particularly emotional event.



# Text & Frame Styles



- A great selection of text styles for all event kinds.
- Almost 100 decorative frames for event titles. Each of the frames comes with its own metadata to optimize title positioning.
- The user is provided with control over the color of text and frames.

# Presentation

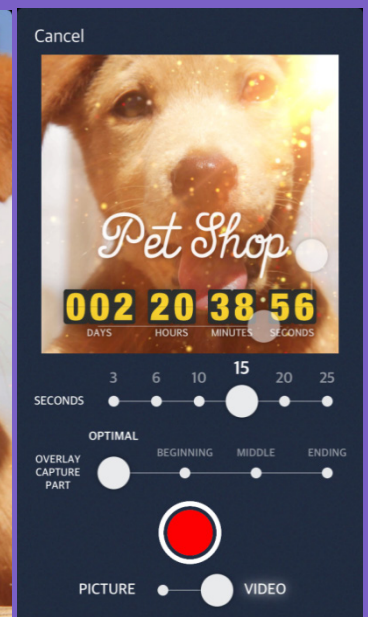
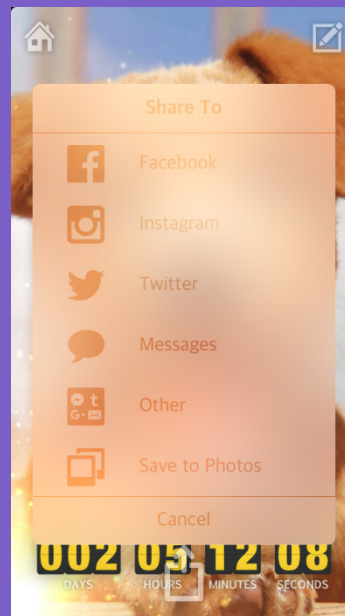


- In the presentation mode, the user can enjoy their events in full-screen and swipe from one screen to another.
- The event transitioning is implemented with OpenGL shaders and is optimized by means of caching.



# Sharing

- O'Day uniquely shines in the ability of sharing events as videos as only a video can capture the flow of time, digit and overlay animations.
- For each sharing destination, O'Day optimizes the aspect ratio and other parameters of the video or picture.



# Sales

Paymium. The user is able to save events for several times. After that, the user is asked to upgrade to the full version with an IAP, which would enable saving unlimited number of events, sharing, and importing events from Calendar.