Movie Looks lets you add emotional impact and fantastic color treatments—like those seen in popular films and TV shows—to your iPhone videos. Movie Looks features the most powerful Looks engine ever developed for a mobile device. It is based on our popular desktop product, Magic Bullet Looks, but designed specifically for the iPhone.

The process is simple.

* Pick any video in your library.
* Trim the video if necessary.
* Choose a representative preview frame from your video.
* Movie Looks then shows you 40 different presets that you can apply to your video in a scrolling gallery.
* Select a preset to use, then adjust the brightness and strength of the effect.
* Begin the developing process by tapping (what else) the Develop button.

This process can take several minutes but it is interruptible and resumable at any time and will continue when you return to the app. Once the developing is done, your movie can be shared or saved back to your camera roll for sharing or saving to your Mac or PC.

\* Like what you see in Movie Looks? Check out Plastic Bullet and our other apps. \*

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