

《新应用让你拍出动态照片》

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Why take a photo when you can take a PHHHOTO? New app creates hypnotic animated loops instead of everyday snapshots

A new app promises to revolutionise the way we take pictures, creating hypnotic animated loops of everyday snapshots to be shared on social media.

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Phhhoto launched in July last year but over the last few weeks has received an increasing amount of attention after pop stars like Katy Perry, Miley Cyrus, and Joe Jonas and tech entrepreneur Mark Zuckerberg all expressed their love for the app.

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The moving picture mobile camera app for iOS allows users to capture moving images and share them across social networks including Twitter, Facebook and Instagram.

?????????iOs????????????????????????????????Instagram??????????

Omar Elsayed, Champ Bennett, and Russell Armand, came up with the idea of a gif-like photobooth app while at an office party for their digital agency,HyperHyper.com.

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The concept itself is relatively simple: It grabs four photos in succession using a relatively slow shutter speed and then links them together to form a gif-like image. Since its launch in July last year Phhphoto has had almost three million movable photos uploaded.

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'What we've been the most surprised about is in how long people are spending before posting something,' Phhphoto cofounder Omar Elsayed told VentureBeat.

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'Honestly, we're interested in making images people want to look at, and making things that no one has been able to make easily before. When we started it had nothing to do with GIFs or the format itself. It was about creating an experience for viewing and creating something in between video and photos that was optimized for mobile devices.'

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Phhphoto is available to download on both iTunes and Google Play.

Phhphoto???iTunes?Google Play????

Vocabulary

hypnotic: ???

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???bruce