With the launch of the iPhone X, we’re proud to announce the release of Halide 1.5.

This is a big update, which features the first camera UI designed from scratch for iPhone X. All of the camera controls now sit within thumb’s reach, letting you easily shoot with just one hand. This new design uses every pixel of the new edge-to-edge screen, so nothing obstructs the viewfinder, giving you a uniquely unobstructed look at your subject. Every screen was further polished and designed from scratch for the iPhone X.

Under the hood, extensive work was done to ensure Halide works perfectly with the new cameras on iPhone X. Halide 1.5 captures Depth, letting users apply Portrait effects to your captured photos in the Photos app, and manual focus lets you see the new f/2.4 aperture on the iPhone X telephoto lens in all its glory.

Several improvements were made on older iPhones, too, to provide a more ergonomic experience.
WHAT’S NEW:

The first camera UI designed from scratch for iPhone X

This new UI is designed to be usable with one hand. This completely unique design allows users to comfortably use the taller iPhone X without having to reach for features, yet ‘embraces’ the ‘ears’ on iPhone X by showing exposure values and a histogram in the corners of the screen. The viewfinder is also completely clear of any obstructions, letting photographers focus on their subject with perfect clarity.

Depth Mode and HEIC Capture

Halide can now capture Depth in photos so users can apply effects like Portrait and Portrait Lighting to their photos later.

HEIC Capture

Newer iPhones can capture photos in HEIC for higher quality captures with a smaller file size.
Halide is an iOS camera app for deliberate and thoughtful photography. With a unique UI, high-end tools and beautiful details, Halide is the perfect camera app for when you want to really take a photo rather than a quick snapshot.

**WHAT IS HALIDE?**

Halide has several unique features and distinct qualities:

**A Unique, Gesture-Based Camera UI:**

The controls of Halide are gesture-based, but also work with a tap. They are consistent and require no hunting; they can truly become muscle memory like the dials on a camera.

**Focus Peaking:**

Halide’s manual focus dial enables users to manually pull focus on their iPhone. Focus Peaking highlights the areas in focus, making it easier to achieve perfect sharpness even in challenging conditions.

**Intelligent Automatic mode with full manual controls:**

Halide defaults to an automatic mode that intelligently gets the sharpest possible shot, but also provides completely manual control at a tap, letting users adjust ISO, shutter speed, and white balance.
Other features include:

RAW + JPG Capture
Grid and level tool
Live Histogram

ABOUT

Halide puts professional photography at your fingertips. Its innovative reachable UI is the first camera UI designed from scratch for iPhone X. Halide’s gesture-based interface makes it fast and easy to change exposure and manual focus. It has customizable controls that adapt to your needs. Halide’s features include focus peaking, a detailed histogram, adaptive level grid, and RAW capture.

Its creators, Ben Sandofsky and Sebastiaan de With, are no strangers to high-end photography. Previously, Ben had worked on Periscope’s video processing stack. Sebastiaan is a part time photographer, and his motorcycle travel photography has been viewed over 5 million times on Reddit and was featured on CNN, People Magazine and other websites.

The two noticed that smartphone cameras continued to improve while the interface of camera apps remained stagnant. “Nothing matched the pleasure of using a well-built camera,” explains Sebastiaan. “Halide aims to fix that.”

The controls of Halide are gesture-based, but also work with a tap. They are consistent and require no hunting; they can truly become muscle memory like the dials on a camera.

While the app defaults to an intelligent automatic mode, just like the stock iOS camera app, just tapping the “A” button in the UI turns off automatic mode and lets you get down to the nitty-gritty: you can tweak values like ISO, white balance, and shutter speed.
ABOUT (CONTINUED)

For quick triage, Halide also lets you swipe through your recently captured shots and quickly swipe left or right on them to rate them as a favorite or delete them. This triage feature is a great way to ensure you only end up with the best shots from a shooting session.

Thoughtful design touches in Halide include things like an entirely custom designed typeface for the UI, carefully tweaked haptic and visual feedback for the controls and a retro-style camera manual tutorial welcoming you when you first use it that you can thumb through. The UI features zero obstructions of the viewfinder on iPhone X, letting users see their subject with incredible clarity.

It really is made to be akin to the wonderful experience of using a nice camera to take photos.

Halide 1.5 will be $2.99 at launch and is available in English, Italian, Dutch and Japanese localizations. Its price is going up to $4.99 a week after release.

Halide is built by Ben Sandofsky and Sebastiaan de With. Ben is a former Tech Consultant to HBO’s Silicon Valley, and used to be the tech lead of Twitter for iPhone, iPad, and Mac. Sebastiaan is an ex-Apple designer and photographer that runs the San Francisco design shop Pictogram, which recently designed the Nylas email client.

QUICK FACTS

Halide works with any iPhone that supports iOS 10: that’s iPhone 5 and newer.

Some features like focus peaking and live histogram only work with iPhone 6S, 6S Plus, 7 and 7 Plus.

Halide uses completely custom design throughout, including a custom typeface.

Upon launch, Halide 1.5 will be $2.99, with the price going up a week after release.
ABOUT THE TEAM

**Benjamin Sandofsky** is an accomplished developer who has worked with Periscope, HBO's Silicon Valley, Shyp, and more. At Twitter, he was tech lead on the iPhone, iPad, and Mac apps. He enjoys photography for its mix of science and art.

Benjamin is the developer of Halide.

Benjamin’s website: http://sandofsky.com

Twitter: www.twitter.com/sandofsky
Instagram: www.instagram.com/sandofsky

**Sebastiaan de With** is an ex-Apple designer that has done design work for companies like Sony, Mozilla, T-Mobile, and more. He’s also a photographer and currently runs the San Francisco design shop Rune, which recently designed the Nylas email client. He spends significant time traveling the world by motorcycle. One of the top upvoted Reddit posts of all time features his photos documenting his motorcycle journey to Alaska.

Sebastiaan is the designer of Halide.

Sebastiaan’s website: http://icondesigner.net
Rune: http://madebyrune.com
Motorcycle post: https://www.reddit.com/r/pics/comments/2gejnr/

Twitter: www.twitter.com/sdw
Instagram: www.instagram.com/sdw
PRESS KIT AND LINKS

**Website**: www.halide.cam

**Twitter**: www.twitter.com/halidecamera

**Instagram**: www.instagram.com/halidecamera

**Press Kit**: Feel free to use our press kit at www.halide.cam/presskit; it features decorative images, backgrounds, screenshots, mockups, and the app icon.

**Contact us**: Write us anytime at s@dewith.com or ben@sandofsky.com