



PRESS RELEASE

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For immediate release



Philips HUE lights shine through fractal trees with Ranatree

Indie developer creates original application for
Philips HUE personal wireless lighting

During autumn 2012, Philips has launched the HUE system, a set of WiFi controllable LED bulbs. A free app allows you to set colors and brightness for your lights. At launch, Philips promised it would open up the specs to all developers. Now that time has finally come and Ranavision took the occasion to provide Ranatree, its creative iOS app for interactive fractal tree drawing, with a very special update. From now on, the app can control your Philips HUE lights in perfect harmony with the colors on your screen.

Ranavision, independent developer, couldn't wait to add this technology. "With our app you can draw beautiful fractals trees, and that is not only a matter of shape. Colors play an equally important role." explains Ranavision founder Bart Pattyn. "Our users tell us they hook up a beamer or Apple TV to enjoy their creations, or watch the app in automatic mode. With the Philips HUE lights we can bring your entire home into play." Imagine a party with a living picture all over.

Not just commanding but living colors

While a handful of applications allowing you to control your Philips HUE lights are already available on the App Store, Ranatree is the first where this is not the main purpose of the app. Rather as a natural side effect the lights will follow the evolution of colors on the device.

Yet, Ranatree works perfectly well without these lights. A fun app for all ages, it allows you to create fractal trees of all shapes and colors. With the automatic mode you can enjoy an endless animation of ever changing trees, yet you can still interact at any moment. And with a pair of red/blue glasses you can enjoy all of it in 3D.

Ranatree, a different game

Rather than stressing the math of fractals, Ranatree focuses on the playful and interactive nature of the touch interface. While shaping trees with your own hands and watching the math play out, everyone can be master of their creations.

The app comes with full instructions. Ranatree is available worldwide on the iTunes App Store for 1.99\$. This universal application requires iPad 2, iPhone 3GS, iPod touch 4th generation or later, with iOS 6.1.

iTunes : <https://itunes.apple.com/us/app/ranatree/id436026363?mt=8>

Visit also <http://www.ranavision.com/> for more information, screenshots and videos.

The Philips HUE lights are available through Apple stores only. The starter kit contains 3 light bulbs; you can assign each of these a different color from your Ranatree. Philips HUE is a trademark of Koninklijke Philips Electronics N.V.

End of press release

About Ranavision

Ranavision bvba is an independent developer in Brussels, Belgium. The studio was set up in 2010 by Bart Pattyn to create iOS applications with a difference. Indeed, its applications range from the casually playful to systems for industrial process control. At this moment, Ranavision is preparing a project on cryptography targeted at a young audience, with a grant from the Flanders Audiovisual Fund ("Gamefonds").

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