

iOgrapher turns iPad Mini into a handheld rig

The creators of the patent-pending iOgrapher mobile filmmaking case for the iPad Mini announced that the company has successfully reached its Kickstarter crowdsourcing funding goal and is shipping its first products – the iOgrapher for the Apple iPad Mini – effective immediately.

iOgrapher for the iPad Mini is priced at 65.00 USD and can be purchased directly from the Company web site at www.iographer.com, or from Amazon.com. The iOgrapher for the iPad 3 and 4 will be available for pre-order in three weeks, and will also be priced at 65.00 USD. More details will be announced later this month.



The iOgrapher iPad Mini Mount is the first all purpose mobile filmmaking case for the iPad Mini and is designed and manufactured in the United States. The iOgrapher is constructed from high quality, extremely tough polycarbonate/ABS, and its patent-pending design is for everyone from families with kids, to students, to Indies and professional filmmakers, videographers and mobile journalists. The iOgrapher's unique design features two handles on each side of the case, making the iPad mini a hand-held 'steadicam rig,' greatly reducing shaky footage common when shooting video with mobile devices. The iOgrapher is also designed to enable consumers and filmmakers alike to easily add 37mm lenses to its lens mount area for wide angles, fisheye looks, or to capture macro or close up shots. Users can attach lighting and audio gear to its three accessory shoes on the top of the case. The bottom of the case is designed to allow

mounting the iPad Mini to any standard tripod, monopod, or portable dolly.

Created by high-school media arts teacher and filmmaker, Dave Basulto, the iOgrapher was inspired by young filmmakers, who he wanted to empower with the ability to shoot and edit video, take stills and stream video live – all from an inexpensive, accessible device.



“The iOgrapher was born from my passion for filmmaking,” said Dave Basulto, founder of iOgrapher LLC and the creator of the iOgrapher. “I was so inspired by my students and their potential as future filmmakers. But this effort was also about my passion for technology and mobile filmmaking. I am amazed at the iPad Mini – a device that I can rely on to shoot beautiful video and then share my creations with the world – and all for such a low price. It is a revolutionary content creation device with far-reaching implications for consumer and professional filmmaking, education and mobile journalism.”

The iOgrapher team is also creating an online film community filled with tutorials on using the iOgrapher and iOS devices. At iOgrapher.com, the company will cover topics from development, such as script writing and previsualizing shots, to shooting movies, to editing, to sharing with the world. iOgrapher will also provide recommendations for third party accessories, such as lighting kits, sound kits, lenses and mounting options with links to where to best find and purchase them. Users will also find helpful tips on

the best apps available for shooting, editing, adding effects and sharing their videos online. All recommendation are based on Basulto's personal, hands on experience as a professional filmmaker and teacher.

The iOgrapher for the iPad Mini is available in a number of colors, including black, white, red, pink and blue. The Company is also planning iOgrapher cases for the iPhone 5 and for Android devices. Details will be announced at a later date.