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Be Real. Be You. Be Lucid. New 3D editing app captures and transforms photos worldwide

LucidPix amasses waitlist of more than 1M users prior to official launch

Santa Clara, Calif. – June 17, 2020 – LucidPix, the new 3D photo editing app from tech startup Lucid, is bringing photos to life in a fresh new way, combining multiple technologies like no other company has yet to do. The app officially launches on Product Hunt, a website that relies on user votes to highlight new products. The revolutionary app was initially announced as a beta release at CES 2020 and enables casual and professional photographers alike to create and share immersive 3D imagery with the tap of a button. It is available for download on both Android and iPhone.

“Over a million beta testers helped us refine LucidPix to be a better and smarter app,” said CEO and co-founder Han Jin. “Our users have provided us with insight and feedback to ensure we meet the needs of every customer while providing creative flexibility.”

Improved functionally since the beta release includes enhanced AI-driven depth creation, advanced photo editing abilities with multi-dimensional content such as text, stickers, 3D frames and filters, without the need for dual lenses or special sensors. Creators can use the app to convert past photos, allowing memories to pop off the screen. The app can also capture original images in three dimensions. These continual enhancements set LucidPix apart from Facebook's more basic 3D offerings. LucidPix allows users to edit their 3D photos, providing more flexibility in what they share on social media.

LucidPix has the inherent ability to assist every creator—from casual photographers to professional business users—in their design and output of multi-dimensional, memorable images. The app will continue to improve and grow in its abilities over time, including upgraded depth analysis and display, to create the best 3D images available anywhere. The intelligence built into LucidPix will impact future content formats from AR, VR, 3D and holograms across platforms for headsets, displays and mobile.

The company's efforts and direction in 3D were sparked by Jin's childhood, when he sought to create a more realistic way to share his life with his family back home, thousands of miles away. The technology created for LucidPix brings people together by empowering them to create and digitally share their lives in a unique way, escaping mundane daily moments with 3D imagery.

The release of LucidPix is well-timed in light of the increased societal digitization due to COVID-19 shutdowns. Jin recognizes this and the engaging communication it offers; “Now, more than ever, people are looking for an escape using online activities while staying home. As we have been forced to spend much of our days online, we have run into limitations in how we express ourselves,” said Jin. “During a time of uncertainty, we're thrilled we can offer a creative outlet to people worldwide allowing them to share what they really see with family and friends, in all three dimensions.”

LucidPix is available to download for Android at the Google Play Store and for iPhone at the Apple App Store at no cost. The app offers unlimited 3D photo editing, exclusive LucidPix community access, and sharing to most social media and messaging platforms. In-app upgrades unlock a range of advanced features for a discounted \$3.99 per month, or \$29.99 per year subscription. Visit www.LucidPix.com to download the app and to learn more.

About Lucid

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Lucid is a leading Artificial Intelligence vision startup developing software solutions for three dimensional capture and depth sensing based on deep learning. Its AI technology has been deployed on millions of images and devices from mobile phones to cameras embedded within robots, drones, security and other autonomous systems. Lucid's photo app, LucidPix, allows consumers to instantly generate 3D data from flat images and camera captures without special hardware or sensor solutions, and to enhance them with three dimensional add-ons such as text, frames and stickers. Follow us at @lucid_pix for more information, or visit www.LucidPix.com.

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