

For immediate release
July 12, 2012



Introducing the 3RDi Kit

The world's first high end camera kit for an iPhone

The 3RDi (Third-Eye) is the world's first complete high end camera kit for an iPhone 4/4S. Designed from the ground up, it is earmarked to be a "game changer" in iPhone photography. The 3RDi Kit extends the exceptional picture taking experience on an iPhone to a new level.

The design of the 3RDi kit takes on a sleek and minimalistic approach, "*as opposed to existing accessories that offer bulky designs, we developed the (3RDi) kit to beautifully compliment the slim line look of the iPhone. The 3RDi kit allows its users to transform the iPhone from phone mode to camera mode with just a click.*"

Ethan Knight – Co-Founder
Knight Vision Studio

Available now on Kickstarter - <http://kck.st/Nj5pN2>

3RDi Kit - Key Features:

1. Wide angle lens & Fisheye Lens – Never before seen quality of lenses with highest edge-to-edge sharpness producing stunning image quality.
2. Circular Polarizer and Neutral Density (ND) filter – Introducing the world's first uniquely designed Polarizer Filter and a Neutral Density Filter for an iPhone. These essential tools will help extend the creative possibilities and push the boundaries of iPhone photography.
The Polarizer filter helps to control reflections and bring out rich colours and textures in images. The ND filter helps to darken over-exposed parts of an image and increase the overall dynamic range.
3. The Lens Grip – Introducing the world's first ergonomic solution to carry all of the above accessories "*right in the palm of your hand*". The *Lens Grip* is a sleek and perfectly designed handgrip allowing for greater stability and one-hand operation while containing all of your lenses and filters.
It helps transform the iPhone from "Phone Mode" to "Camera Mode" in seconds. Also, the *Lens Grip* has been thoughtfully designed to act as an iPhone dock allowing it to be free standing when using Facetime/video chats.
4. Cold Shoe Mount – Adding a cold shoe mount opens up a world of possibilities and accessories offering greater scalability.
5. Tripod mount – The *Lens Grip* also incorporates a ¼ inch tripod mount to attach and detach from a tripod in seconds with this unique mounting design.
6. Detachable Flip case design – Whether in "Phone mode" or "Camera Mode" the user has the option to attach or detach the flip cover from the iPhone case.

Other key features: The 3RDi kit mimics the same workflow when changing lenses on an SLR using a unique and innovative design. The kit also implements minimal impact on the exterior of the iPhone case. So when not being used as a camera, the iPhone in its sleek case, fits perfectly in your pocket.

--END--

Notes to the editor:

- The 3RDi will be officially launched on the Kickstarter platform on Thursday the 12th of July, 2012.
- The 3RDi Kit is a proprietary product of Knight Vision Studio.
- Knight Vision Studio is a product/industrial design company that operates out of Seattle, Washington for the U.S market, with design offices in Bangkok, Thailand.

Contact Information:

Website: <http://www.get3rdi.com>

Email for general/press enquires: <mailto:info@get3rdi.com>

Facebook Page: <http://www.facebook.com/GET3RDi>

Twitter: twitter.com/get3rdi