

FOR IMMEDIATE RELEASE

# Appliya's GHOST CAMERA LITE Brings Japanese Style Horror To iPhones Around The Globe



APPLIYA Inc.

<http://appliya-inc.com>

*GHOST CAMERA LITE, a free version of Tokyo based APPLIYA INC's GHOST CAMERA iPhone application is now available.*

TOKYO, JAPAN - February 2nd, 2009 - APPLIYA Inc (located in Minato-ku, Tokyo and run by CEO Haleo Shiiya, hereon referred to as "APPLIYA") proudly begins free distribution of *Ghost Camera Lite*, a lighter version of the iPhone application *Ghost Camera*.

*Ghost Camera* (retail version) is a popular application that automatically inserts a Japanese horror-style ghost into your photos. This retail version includes 20 different ghosts that appear in random sizes and positions. Not only is *Ghost Camera* a great time-killer, it's also great for livening conversations and breaking the ice at parties.

*Ghost Camera LITE* is a lighter version of this application, allowing you to choose between two types of ghosts to insert into your photographs. APPLIYA is offering this application for free download in order to attract more people to experience the joys of *Ghost Camera*. Our goal is for the application to be downloaded 30,000 times.

APPLIYA plans to release many more themed applications in future, including entertainment applications such as *Ghost Camera*, as well as "culture" applications that feature traditional Japanese art.

## "GHOST CAMERA LITE" APPLICATION DETAILS

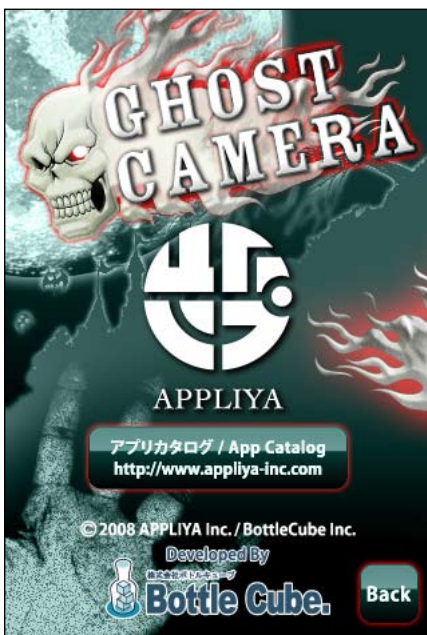
Application for: iPhone  
Category: Photography  
Price: FREE

See videos of the application in action online at:

[http://appliya-inc.com/en/catalog/ghostcam\\_lite/](http://appliya-inc.com/en/catalog/ghostcam_lite/) (FREE)

<http://appliya-inc.com/en/catalog/ghostcam/> (FULL RETAIL)

GHOST CAMERA FULL START SCREEN



GHOST CAMERA LIGHT EXAMPLE



GHOST CAMERA LIGHT EXAMPLE



## APPLICATION NOTES

All ghosts are the products of APPLIYA's imagination.

The ghosts that appear in these photographs have nothing to do with actual supernatural phenomena. APPLIYA is not responsible for any mental or physical harm that users experience from the photographs taken with this application.

## FOR REFERENCE:

Appliya information page on *Ghost Camera Lite* and *Ghost Camera*:

[http://appliya-inc.com/en/catalog/ghostcam\\_lite/](http://appliya-inc.com/en/catalog/ghostcam_lite/) (FREE)

<http://appliya-inc.com/en/catalog/ghostcam/> (FULL RETAIL)

**APPLIYA Inc.** Company Information: (<http://appliya-inc.com/en/>)

CEO: Haleo Shiiya

Main activities: Design, production and publication of iPhone and next generation cell phone applications for MOVIDA group.

Address: Step Building 2F, 6-8-10 Roppongi, Minato-ku, Tokyo

Founded: April 12th, 2007

**MOVIDA Inc.** Company Information: (<http://www.movidainc.com/>)

CEO: Taizo Son – brother of Masayoshi Son, CEO of Softbank

Main Activities: Promotes investment and business development in new media content businesses, and production and development of new businesses in the music and comic entertainment industries.

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