



Purica by intuinno

Story

Hi, My name is Yuni.

I am Minji.

I am Rin.
We are best friends.



We like 'purikura'.



Purikura is a photosticker with cute decoration.



Previously, we went to the
Arcade center to make
purikura.



Photo booth
at the Arcade Center



Say Cheese



Decoration Time



Editing screen



Now we have a better way to do it.
“Purica”!



Purica Concept



Purica is Zink-enabled camera for
purikura.



*Please refer to the accompanying video

45s later, we can have real
purikura like magic.





There is two camera. So we can make self camera viewing our face.



Front camera



Rear camera



A previous 4 by 6" purikura costs about \$6 ~ \$10.

The same size can be done by \$1.2 using purica.

I like it.
It saves money.

Purica enables new scene,
because it is portable.



With my nephew baby



With my dog



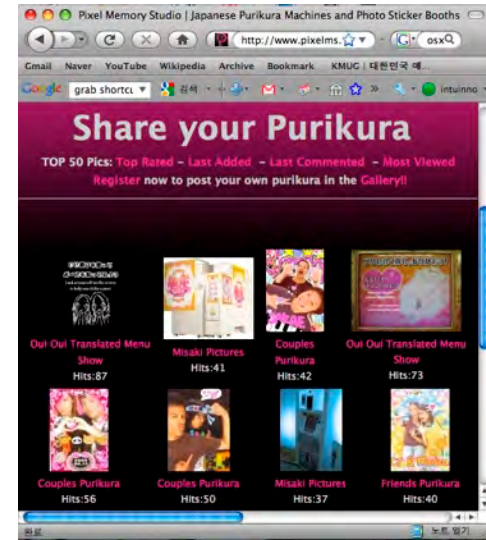
During event or tour



With my rigorous father

I like to upload photos to the "Purica.net"

At purica.net, I can send my friends MMS containing photo.

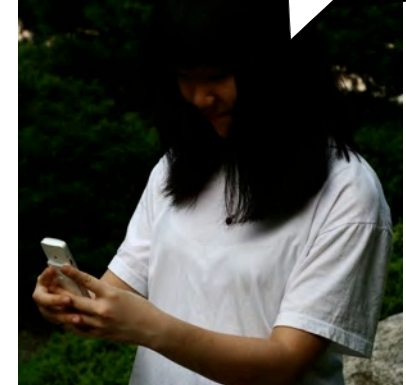


Purica.net Concept


Where did you got that skirt?




Wow, gorgeous!



And friends can view photo and leave a comment by their phone.



Furthermore, I can get more theme pack from purica.net. It guarantees continuous enjoyment.



For me, the ability to show off my purikura is important. When my purikura was voted as best one, the feeling was awesome.



I like the fact that my purikura collection can be organized elegantly using purica.net.

My precious purikura is worn out, because of the continuous daily exposure.



I like the fact that I can print it again.



At the party, I can give many friends same photo, which was impossible to do with my old Polaroid.



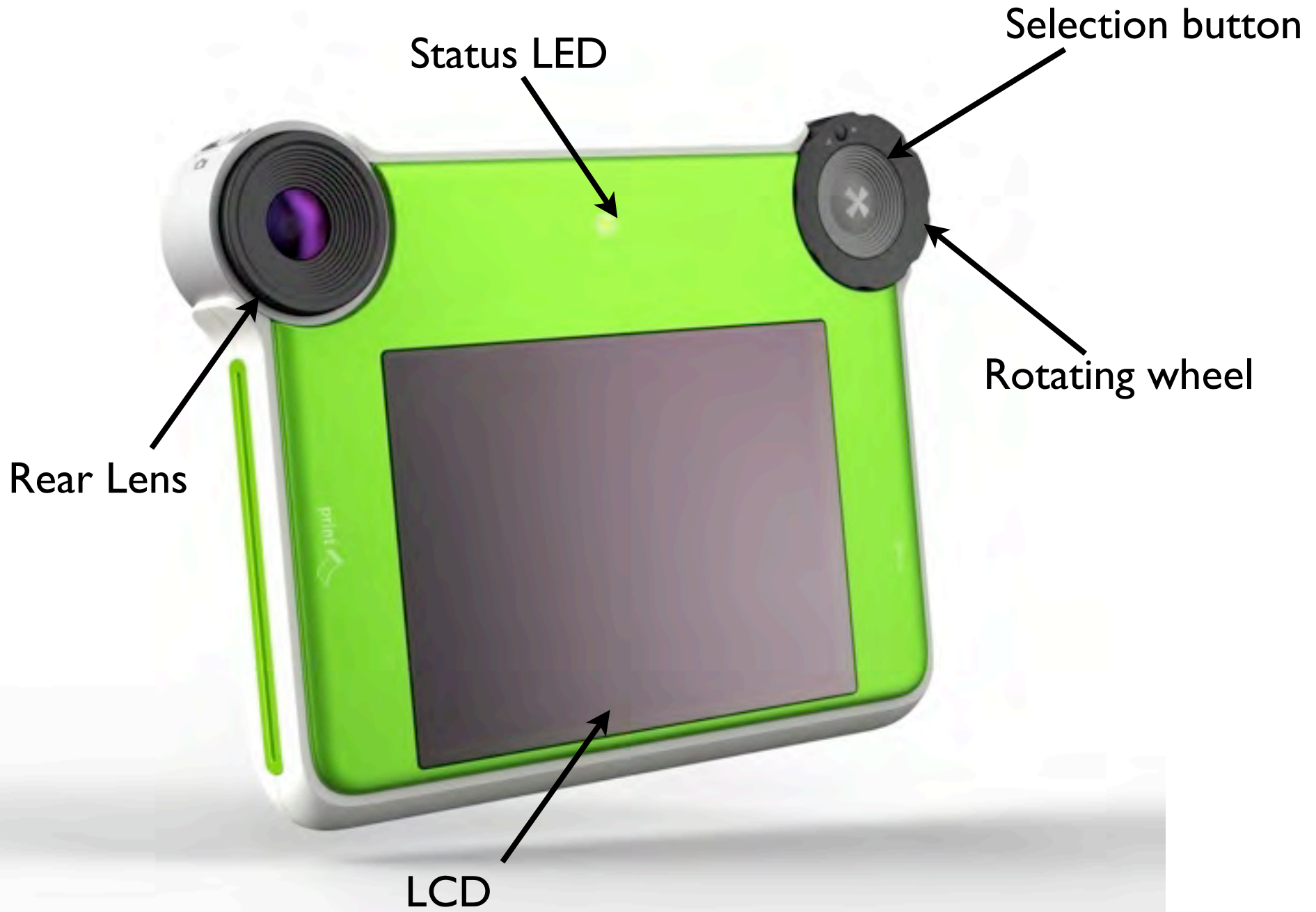
Purica is all about making precious experience with friends. It is fun to do and gives cute artifact to keep memory.

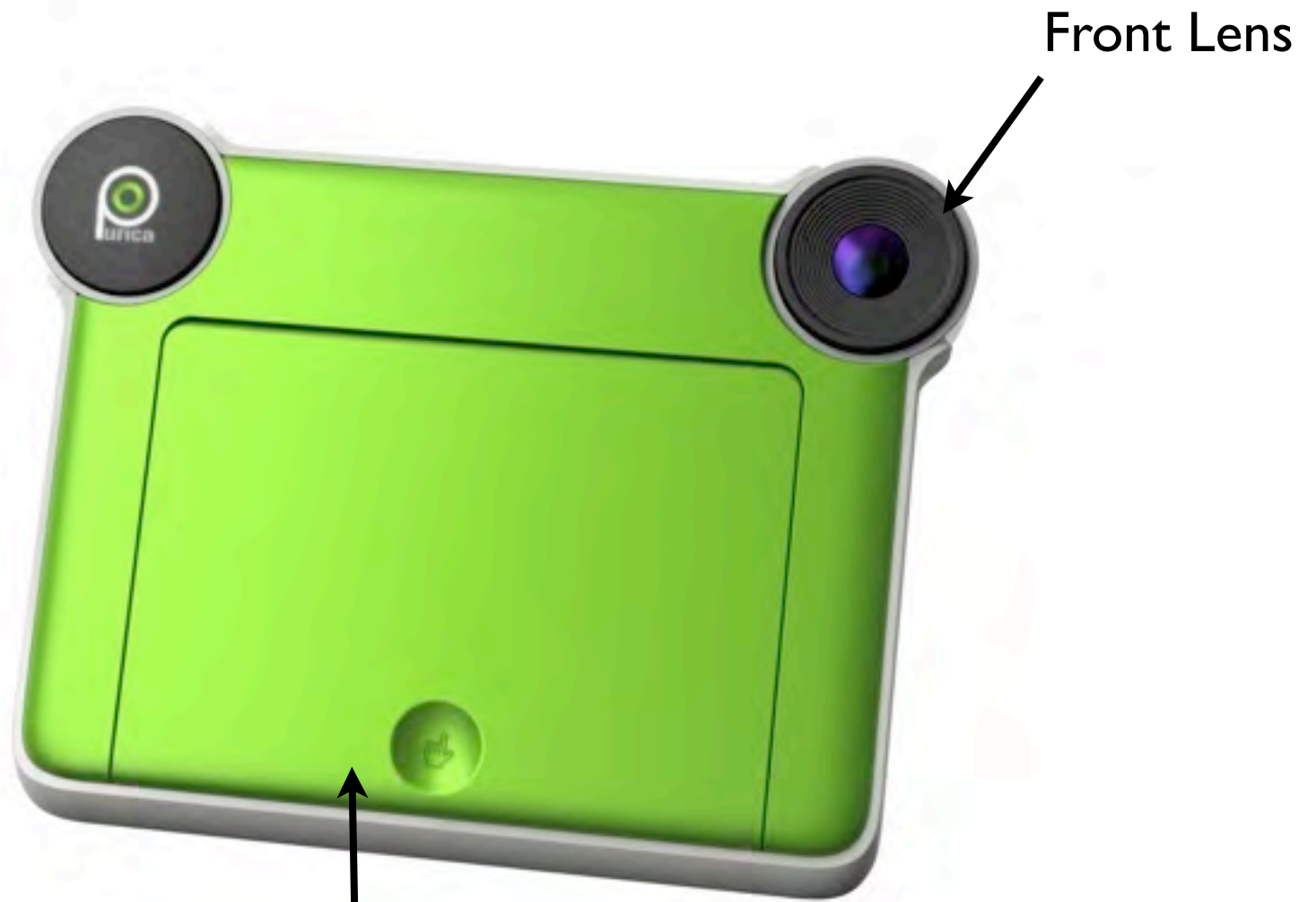
Thanks for reading.
Bye~.



Design







Front Lens

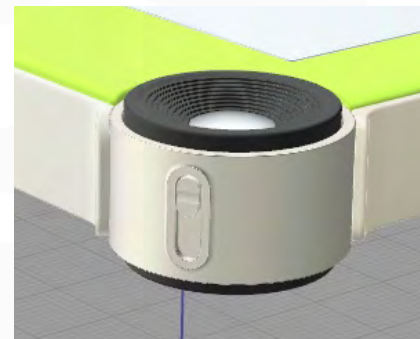
Paper Tray Cover

USB Connector

Mode Selector
(Off / Camera / Play)

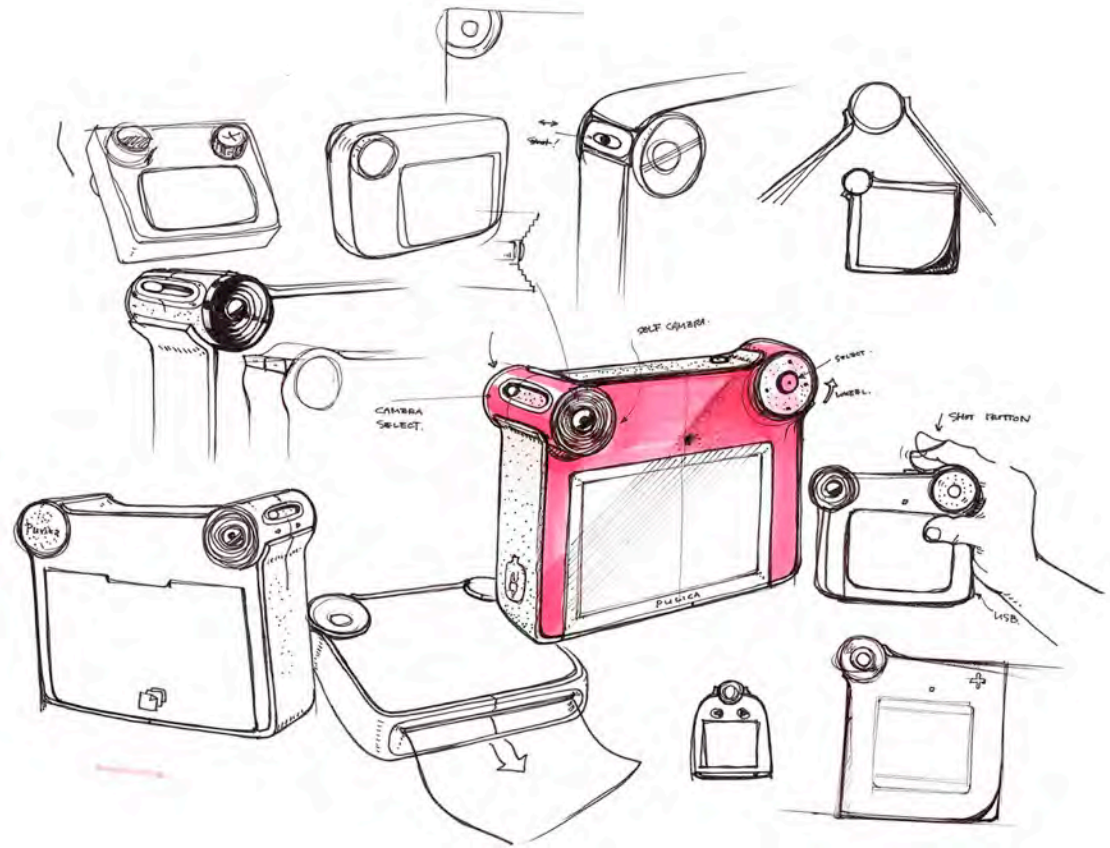
Camera Selector
(Front / Rear)

Shutter Button

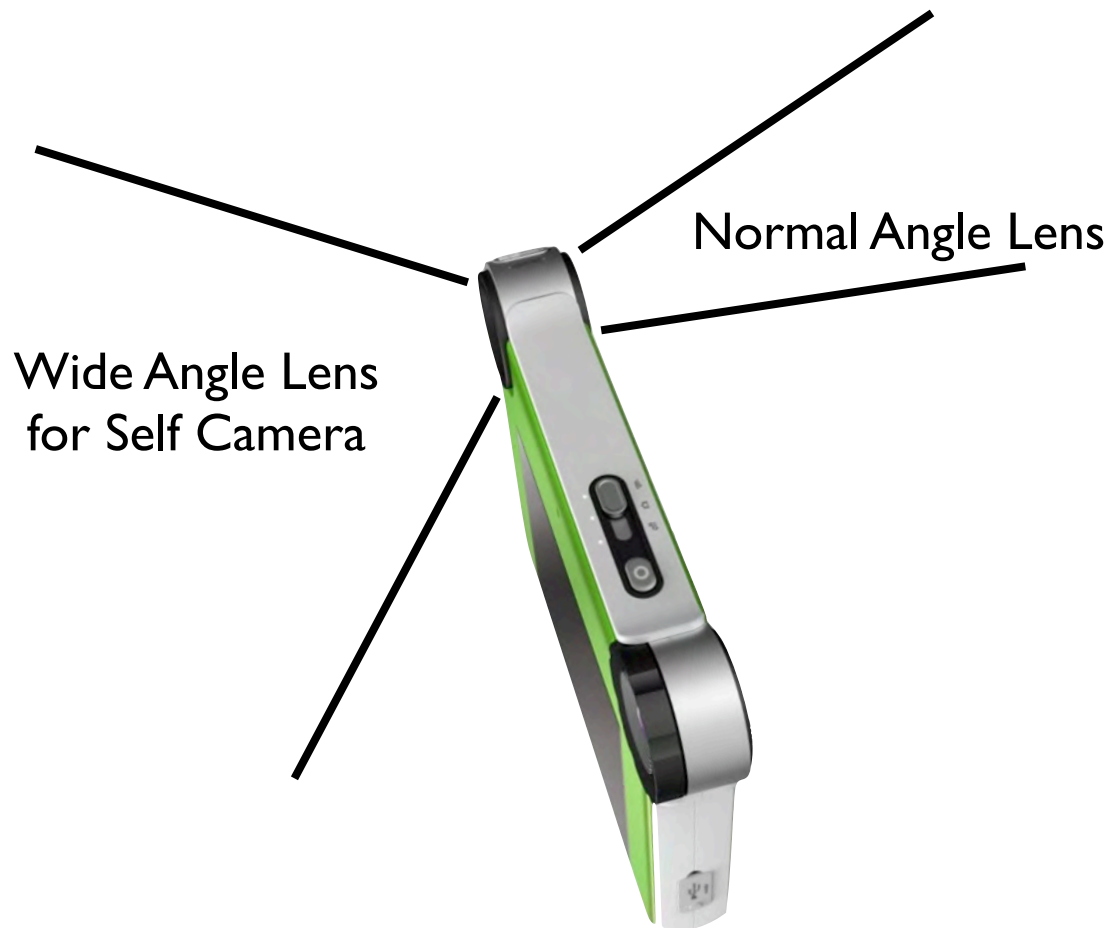


More Subtle Explanation

For detail matters.



Dual camera



- We use two camera with different lens.
- The resolution is set to 1.3M to 2M to save cost for it is sufficient for Zink quality.
- No zoom to save cost.



This blank space is intentional to encourage the decoration for personal identity.

We used smooth surface without embossed line for entire device to make it ideal for sticker decoration.



Specification

- 1.3M to 2M pixel camera module for phone
- 2 camera for self portrait and normal view
- 128 MB internal flash memory
- USB connector for charging and sharing
- Zink photo printer
- Easy to navigate scroll wheel for selecting theme
- Theme pack update
- Make face prettier by over exposure
- Gravity sensor for Portrait mode and Landscape mode

Things we chose not to do

- SD card
- Adapter
- Zoom
- 5 Mega Pixel camera
- Rotating camera
- Photo distorting effect requiring DSP
- Crisp picture quality
- Shutter Button
- Easily accessible battery cover