

How can another camera app be at the top of the app store charts? There must be a thousand camera and photo apps and a new one, Lapse, has surged to the top of the charts. What's so special about Lapse? Nothing and that's apparently why people like it. Like old film cameras from the 70s and 80s, Lapse limits you to just so many photos a day, and can't see or share them until they "develop".

TRT

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0-8 Jamey Tucker/[whatthetech.tv](http://whatthetech.tv)

### **ON-CAMERA TEASE**

Cameras are much more advanced than they were in the 70s and 80s. So why is an old camera one of the most popular apps of the year? I'm Jamey Tucker coming up an app you might love if you like old film cameras.

### **ANCHOR INTRO**

MAYBE YOU REMEMBER THE GOOD OLD DAYS WHEN EVERY PHOTO YOU TOOK, HAD TO BE DEVELOPED AFTER DROPPING OFF A ROLL OF FILM.

TODAY, WE TAKE PHOTOS AND GET INSTANT RESULTS. SOMEHOW, WHAT'S OLD IS NEW AGAIN. OUR CONSUMER TECHNOLOGY REPORTER JAMEY TUCKER TAKES A LOOK AT A CAMERA APP THAT'S SUDDENLY AT THE TOP OF THE APP STORE CHARTS.

### **PACKAGE SCRIPT**

try explaining old cameras to people today. You could only take 36 photos and you had to have the photos developed before you could see them. Now, they take as many photos as they want, see them automatically, and decide if they need to take others. This app called "Lapse" is a throwback to old film cameras of the 70s and 80s.

Lapse is not your ordinary camera and photo app. A nostalgic camera that only allows users to take 36 photos a day. And you can't see the photos immediately, they have to be 'developed'. From the view finder Lapse looks like you're taking a shot with an old disposable camera and the photos kind of have a retro feel to them. There are no filters and you can't add photos from your camera roll.

When you take a photo with the Lapse app, you can't see it right away. In about an hour, the snaps are developed.

Unlike Instagram, no one has followers but you do see and can share photos with friends.

Friends can join groups to share photos with everyone Which would be great for special events. The folks behind the app say limiting the number of shots and having to wait to see them, lets

users enjoy the moment and not get caught up in likes and comments. There's something nice about that. I'm Jamey Tucker and Lapse is the app of the day.

## **ANCHOR INTRO**

AT THE MOMENT THE LAPSE APP IS IPHONE ONLY. NEW USERS ARE REQUIRED TO INVITE FIVE FRIENDS SO IF YOU WANT TO USE IT YOURSELF, IT'S A GOOD IDEA TO ACCEPT AN INVITE BECAUSE THEY DO EXPIRE.

## **WEB STORY**

There's a new app at the top of the Apple App Store charts and it's another camera app. "Lapse" is a throwback camera app that might make one nostalgic for the days of point-and-shoot and disposable cameras that used film. Remember those?

Like those old disposable cameras, "Lapse" limits how many photos you can take each day to 36 and you cannot see those photos for about an hour while the roll is "developing".

That's totally contrary to how our smartphone cameras work. With Instagram and other apps people take a photo and immediately check to make sure they approve of how they look and, if not, they take more pictures.

The folks behind the app say the limitations of "Lapse" help keep users 'in the moment' where they enjoy what they are doing rather than looking to see who 'likes' or 'shares' their photo.

When you take a photo with the Lapse app, you hear the shutter and the familiar beep and whine that we remember from old cameras where the flash needed to recharge. I tried Lapse a few weeks ago on a weekend vacation and have to admit, it was pretty cool when I finally had the photos "developed" to see what pictures I took. I also found that with a limit of 36 photos, I didn't take the same photo over and over again which typically fills my camera roll with similar shots.

Lapse does not allow followers but friends can join groups together to share photos and I can see where this would be great for events like weddings and other get-togethers.

It is a free app and it's only available at the moment for iPhones.

When signing up for Lapse, you must invite 5 friends to download the app, which might explain the sudden surge of downloads.

I especially like how the app organizes photos by month so you can look back at memories and share those with your friends.

If you miss old film cameras (and some of us do), Lapse may be a camera app you enjoy. Time will tell if Lapse has staying power.

<https://www.lapse.com/>  
[www.whatthetech.tv](http://www.whatthetech.tv)