



CITUS CAMERA

Film, straight out of the camera.

PRESS KIT

An iPhone camera whose film looks are measured from real scanned rolls and render live in the viewfinder, entirely on-device. One-time purchases, no subscription. Made by one photographer.

LAUNCH

Tuesday 20 October 2026. Embargo lifts 09:00 ET. Nothing in this kit before then, please.

IN THIS KIT

- Sixteen featured photographs, full resolution, each carrying its complete recipe in the file and in the caption; 36 more in the gallery folder.
- The app: thirteen screens in a device frame, including two true pairs (the same frame through two films).
- Fact sheet, founder story, pull quotes, boilerplate.
- Brand assets: the mark as vector and raster, app icons, social avatar.

CONTACT

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WHAT IT IS

WHAT: Citus Camera - a film-look camera for iPhone. Film looks measured from real rolls, live in the viewfinder; the photo is finished at the shutter.

IN 1.0: measured film looks (multiple stocks), live grain, clarity, the look packs. The film lab - diffusion, halation, depth of field - is built and comes later as a free update.

CATEGORY: Photo & Video (camera).

PRICE: Free to download. One-time in-app purchases: Citus Pro + three look packs (Film Stock, Mono, Cinema). No subscription.

PLATFORM: iPhone, iOS. 48MP and ProRAW capture supported.

PRIVACY: fully on-device. No image leaves the phone. No account, no tracking.

MAKER: Leon Yakobov, solo developer and working photographer.

LAUNCH: October 20, 2026.

LINKS: citus.studio · the story of how the looks are measured at citus.studio/science.

THE MEASURED-FILM BLOCK (THE 1.0 HOOK)

Citus does not invent a film look - it measures one. Every look begins as a real scanned roll: its color response, the way it renders skin and sky, where its highlights roll off, how its grain sits. That measured behaviour - not a slider guess at "retro" - is what the app reproduces, live, before you press the shutter. The full methodology is at citus.studio/science.

(Roadmap, for context, not a current claim: the app ships as 1.0.

The film lab, which models film PHYSICS - halation, diffusion, depth of field - with the same measured approach, is built and follows as a free update. That is its own story at update time.)

PULL QUOTES (FOR EDITORS TO LIFT)

"The film look is already there when you raise the phone."

"I measured real film instead of faking its mood."

"No image ever leaves the phone. No subscription, ever."

"I am not replacing film - I am giving its eye to the frames film could never afford."

THE STORY, IN THE DEVELOPER'S WORDS

I never trusted the photos my phone gave me. They were sharp, clean, and correct - and they felt like nothing. My film cameras gave me the opposite: images with weight, warmth, a character I could not name but always recognized. The problem was everything around film - the cost per frame, the days of waiting, the scanning, the not-knowing until it was too late to reshoot.

So I spent a year trying to close that gap honestly. Not with a filter that guesses at "vintage," but with measurement. I scanned real rolls and studied how each film stock actually behaves - its color, how it renders skin, where its highlights roll off, how its grain sits differently in shadow than in light. Those measurements, not my nostalgia, became the looks in Citus. Every look corresponds to a real, measured film response.

The result is a camera where the film look is already there when you raise the phone - live in the viewfinder, not applied afterward. Shooting through the look changes what you shoot. The photo that lands in your library is finished. Grain renders live at capture, and everything runs on the device. No image ever leaves the phone. No account. No tracking. No subscription, ever - you buy the looks once and they are yours.

I built it alone, as a working photographer, because it was the camera I wanted to carry and could not buy. It took three rounds through App Review to get here. And this is the start: a film lab - diffusion, halation, depth of field - is already built and lands as a free update right after launch. I am not replacing film. I am giving its eye to the frames film could never afford.

- Leon Yakobov, Citus Camera

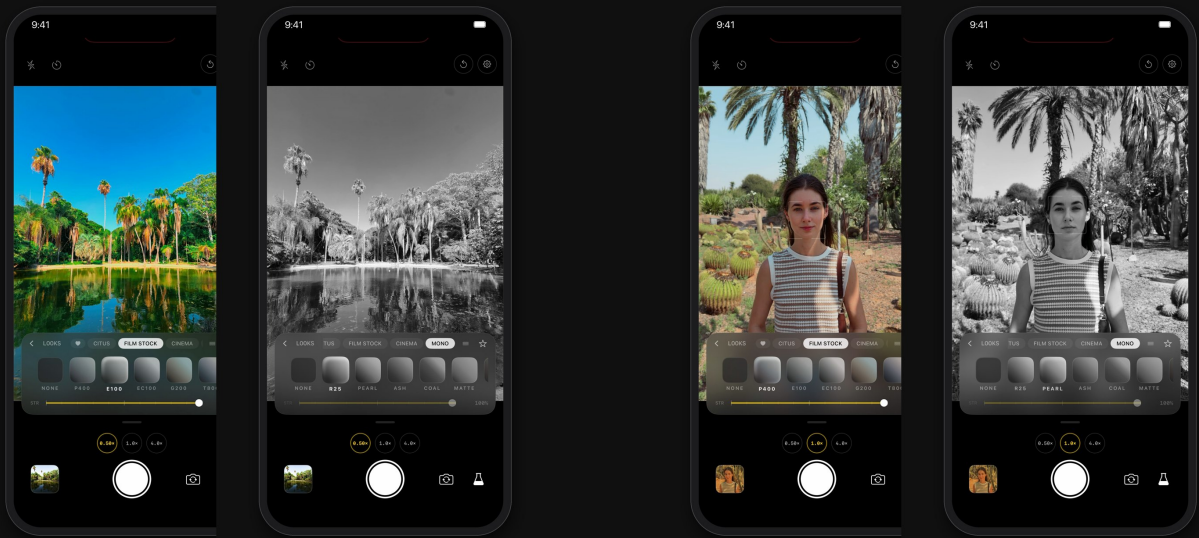
FOUNDER PORTRAIT

A portrait of Leon, photographed by [PHOTOGRAPHER, CREDIT PENDING], follows in the kit folder as founder/FOUNDER-PORTRAIT.jpg.

THE APP

Citus Camera 1.0 on iPhone. The look is applied in the viewfinder, before the shutter; the photograph that lands in the library is finished.

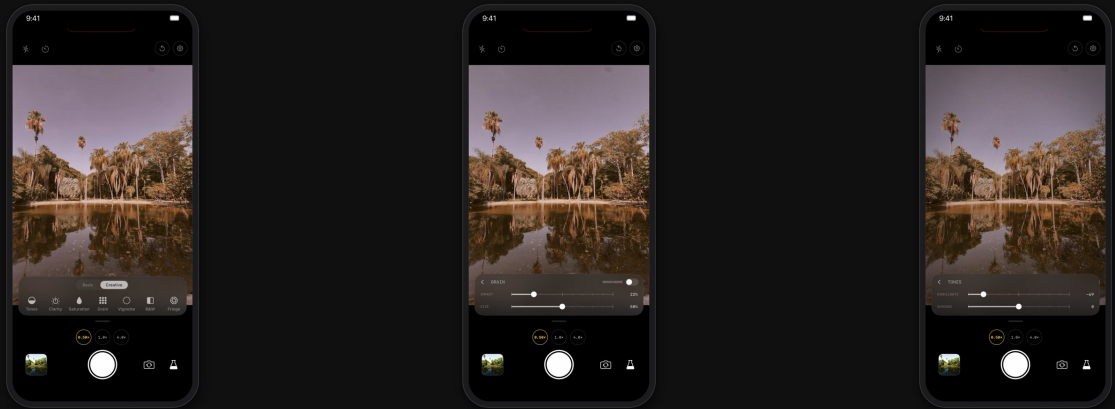
SAME FRAME, TWO FILMS



Film Stock E100, then the Mono pack. Nothing moved except the film.

P400, then Mono. The look is live on skin.

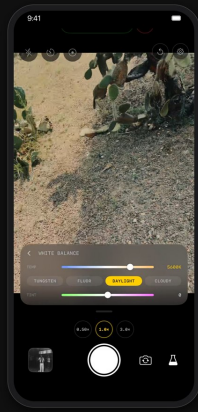
THE VIEWFINDER AND THE TOOLS



The tools: tones, clarity, saturation, grain, vignette, B+W, fringe.

Grain, amount and size, rendered into the capture.

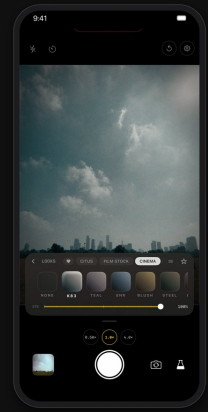
Highlights and shadows, live.



White balance presets and lock.



The free Citus looks over a live scene.



A Cinema look on a flat bright sky.

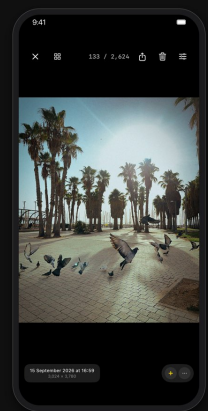
EVERY PHOTOGRAPH CARRIES ITS RECIPE



The gallery: the look, the grain, every setting, written into the file.



Open any photograph's recipe.



Save it as your own.

THE PHOTOGRAPHS

Sixteen, chosen to lead. Every one taken on an iPhone with Citus Camera between July and September 2026, straight out of camera: no editing, no grading, no retouching. The recipe in each caption is also inside the file.



Alina, mono portrait. Citus Camera, ASH 100% · grain 30/60. 29 Aug 2026. Subject: Alina Shteinberg (@shteinberg.alina). Photograph by Leon Yakobov.



Alina among the cacti, portrait. Citus Camera, P400 100% · grain 31/70 · highlights -27, shadows +15, saturation -15. 29 Aug 2026. Subject: Alina Shteinberg (@shteinberg.alina). Photograph by Leon Yakobov.



Alina through the leaves. Citus Camera, TERRA 100% · grain 31/50 · highlights -69, shadows +11. 29 Aug 2026. Subject: Alina Shteinberg (@shteinberg.alina). Photograph by Leon Yakobov.



Keinan, shirtless portrait. Citus Camera, SLATE 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 14 Sep 2026. Subject: Keinan Cohen (@keinan_cohen). Photograph by Leon Yakobov.



Alina on the carousel horse. Citus Camera, EMBER 100% · grain 31/50 · highlights -69, shadows +11. 29 Aug 2026. Subject: Alina Shteinberg (@shteinberg.alina). Photograph by Leon Yakobov.



Keinan mid-air, mono. Citus Camera, ASH 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 14 Sep 2026. Subject: Keinan Cohen (@keinan_cohen). Photograph by Leon Yakobov.



Group on the coping, mono. Citus Camera, ASH 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 14 Sep 2026. Subject: Keinan Cohen (@keinan_cohen) among the skaters. Photograph by Leon Yakobov.



Beached wreck at sunset. Citus Camera, FROST 100% · grain 28/50 · clarity -41, structure +34 · highlights -100, shadows +44, contrast -14, saturation -31. 12 Jul 2026. Photograph by Leon Yakobov.



Rocky coast at sunset. Citus Camera, DUNE 100% · grain 28/50 · clarity -41, structure +34 · highlights -100, shadows +44, contrast -14, saturation -31. 12 Jul 2026. Photograph by Leon Yakobov.



Silhouette at dusk. Citus Camera, SLATE 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 14 Sep 2026. Photograph by Leon Yakobov.



Teal door in stone. Citus Camera, G200 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 15 Sep 2026. Photograph by Leon Yakobov.



Concrete t forms. Citus Camera, G200 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 15 Sep 2026. Photograph by Leon Yakobov.



Teal boat hulls. Citus Camera, BLUSH 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 15 Sep 2026. Photograph by Leon Yakobov.



Sea wall and surf. Citus Camera, E100 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 15 Sep 2026. Photograph by Leon Yakobov.



Pigeons on the promenade. Citus Camera, G200 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 15 Sep 2026. Photograph by Leon Yakobov.



Bicycle, panning. Citus Camera, TERRA 100% · grain 40/50 · clarity +16, structure +35 · highlights -100 · vignette 36. 15 Sep 2026. Photograph by Leon Yakobov.

THIRTY-SIX MORE

The gallery folder holds a further 36 photographs, captioned in CAPTIONS.md, free to publish alongside these. Subjects who appear are credited in the captions and have signed releases.

BRAND ASSETS

In the brand folder, each labelled with what to use it for. The mark is the app icon's ring; use it on Darkroom black (#101010) or white. Type in Safelight (#F5C343) when on black.



The mark, on Darkroom.



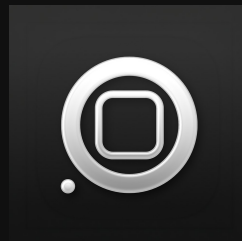
App icon, dark.



App icon, iOS 26 clear (light).



App icon, tinted.



Social avatar.

RULES

- Do not rotate, recolour or outline the mark.
- Photographs may be cropped for layout; they may not be edited, graded or retouched, and the caption's recipe should travel with them.
- 'Citrus Camera' in text; 'Citrus' after first mention is fine.

ON THE METADATA, PLAINLY

Citrus 1.0 has a known bug that wrote camera metadata and the recipe incorrectly on some devices. For these copies that information was restored from the app's own records on 17 September 2026. The image data itself was never touched, and each file says so in its ImageDescription. Eight frames predate the record and carry no recipe; their captions describe the photograph and stop there. Original files as written by the app are available on request.