



# PIXEL BRUSH

## MEDIA KIT



## SUMMARY

Pixel Brush is a modern pixel art creation tool, for aspiring artists.

The vision of Pixel Brush is to open the medium of pixel art to more people by creating an easy to learn editor, and a place to practice, share and grow with other artists.

Today Pixel Brush is an Android app with over 250,000 downloads with an upcoming iOS app, and a clear roadmap for expanding to desktop and web. An in-app community will be launched in 2022.

## FACTSHEET

### Developer

Jaween Ediriweera  
Based in Adelaide, Australia



### Contact

[pixelbrush.app@gmail.com](mailto:pixelbrush.app@gmail.com)

### Website

<https://pixelbrush.app>

### Social Media

 [@pixelbrush.app](https://www.instagram.com/pixelbrush.app)  
 [@pixelbrush\\_app](https://twitter.com/pixelbrush_app)

### Usage

Avg. Session - 20 minutes  
Monthly Active Users - 15k+  
Downloads - 250k+

## FEATURES

### Tools

Pen, line and shape tools  
Magic Wand selection  
Pixel perfect option

### Animation

Frame-by-frame Onion skinning  
Layer blend modes

### Palettes

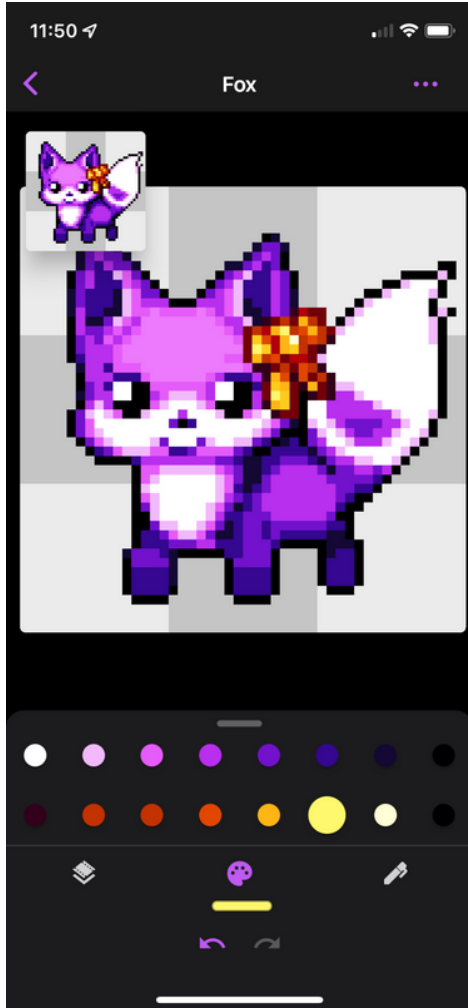
Professional in-built palettes  
Unlimited custom palettes  
Lospec integration

### Design and More

Phone and tablet responsive design  
Touch and Mouse support  
Auto-save and auto-preview  
Aseprite export/import (May 2022)  
MP4 export (May 2022)



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## PRICING

Pixel Brush has no ads and is free, with the exception of unlimited layers, which is an in-app purchase.

In 2022, Pixel Brush will become completely free, and will be funded through sales of physical merchandise.

## TESTIMONIALS

"Out of all the pixel apps I've used this one has been easiest/most intuitive to pick up and use"

— Jeremy F (Google Play review)

"Pixel Brush in short, is a simple, easy to understand pixel drawing app."

— Mysticano (Google Play review)

"Super simple but can handle complex tasks"

— Jacob Maurer (Google Play review)

## ABOUT PIXEL BRUSH

Pixel Brush is in active development by Jaween Ediriweera, Software Engineer and Designer. The project is motivated by the market for a well designed, entry level pixel art creator. Real world user feedback and multiple design iterations have helped to focus the interface for beginners.

Pixel Brush avoids the use of jargon, and only uses interface animations to make the app easier to understand, never simply for show. Additionally, every action is designed to be clear to novice users by displaying a preview, or otherwise able to be undone with a single tap.

Keeping the app simple to use has a disadvantage in that power users may get slowed down. Near the end of 2022, Pixel Brush will launch on desktop and web, bringing improved support for keyboard shortcuts and other power user features.