

# Instagram for iPad App Update Coming Tomorrow at F8 Conference

Wednesday 30 April, 2014

In December we launched Flow for Instagram- 'the missing Instagram app for iPad'.

Flow was designed from the ground up to be a better experience for viewing Instagram on the iPad. Photos and videos load super fast and we have carefully crafted interactions to make browsing effortless, aid discovery, and add a touch of delight.

We were overwhelmed by the response and received some great coverage from sites such as TNW, Cult of Mac, 9to5Mac, iDownload Blog, TechInAsia, RemondPie, Ultralinx, AG Beat, and many more.

We hit 100,000 downloads within the first month and received some great feedback from users, who loved the app but asked for additional features such as account switching and portrait view.

Today at 12.00pm PST, we will be launching update 2.0 which contains the additional features below:

- Portrait support
- Updated and refined design
- Smart preloading
- Hundreds of other small improvements

We also made the decision to include a one-off in app purchase of \$2.99 which will give the user access to:

- Multiple account switching
- Extended home feed - 1000s of images rather than the usual 200
- Themes - light and dark alongside the existing two tone theme

If you are interested in covering Flow, you can grab a promo code from this link - [http://redeemco.com/g/flow-for-instagram\\_q22f/](http://redeemco.com/g/flow-for-instagram_q22f/)

We will be at F8 all day tomorrow, so if you are there please say hello. If you have any questions drop me an email or ping us on twitter @flowinstagram

You can also find the full press asset pack on our website - <https://www.dropbox.com/sh/ub3gyjj4uojt6xv/p9lQFAx5LI>

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