New App That Helps You Find Your Face Double

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A fun and unique new iOS app developed by Rayne Precision in collaboration with multifaceted UK creative services company, SO Marketing, has already garnered nearly 1,500 downloads and over 2,500 fans on Facebook.

Find My Double is a splendidly simple to use application that allows users to upload pictures of themselves, which are then analysed via a custom-built algorithm that compares the user's facial features with those of other profiles within the ever-growing Find My Double community database.

Any matches that are found are then shown to the user, with the option of sharing the images with friends and family, all from within the app. The creators are also encouraging users to share their matches with the 'Find My Double Project' Facebook page, which will play host to a range of planned competitions over the next 12 months, offering Find My Double users the chance to win some fantastic prizes, including branded T-shirts depicting the winning matches faces.

What's more, if a face match is identified amongst the Find My Double database, the user can send their 'double' a direct message via the apps interface, so they can see what else they might have in common other than looks!

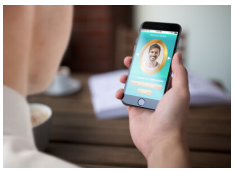
As more and more people download the app and upload their photos, the chances of people finding a face match will also increase. Who knows – it may eventually lead to unknown or long-lost relatives discovering each other! Well, perhaps that's a stretch. It's more likely to benefit people who are looking for an opposite-gender version of themselves (in terms of physical attraction, studies have shown that more than anything we prefer somebody who looks just like we do).

The app is completely free, with revenues being generated via unobtrusive in-app advertising, and, unlike most apps these days, you won't be required to make any in-app purchases, not even when it comes to sending other members of the community a direct message.

The app marks an exciting and successful diversification for Rayne Precision, traditionally a family-run engineering firm, and they've proven that you really can turn a flash of inspiration into a viable product, through hard work, collaboration and determination.

Find My Double is available now for iPhone and iPad via the iTunes Appstore.

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