



Assistive Tech Startup ReBokeh Launches Expanded App for Low Vision Users

Baltimore-based assistive tech startup [ReBokeh](#) has launched *ReBokeh Plus*, an enhanced version of the *ReBokeh* app that allows users to adjust the appearance of the world around them in order to fit their specific visual needs. Low-vision users now have access to new features designed to help them navigate the daily challenges of living with low vision. ReBokeh Plus allows users to:

1. Gain access to expanded inversion options, including grayscale, inverted grayscale, yellow/black and yellow/blue filters, and more, providing more ways to customize the experience to fit their unique needs.
2. Save adjusted images from the ReBokeh app directly to their camera roll for easy future access (highly requested by current users) and, conversely, upload images to the app for adjustment.
3. Save 3 “presets,” which they can customize themselves according to their unique visual needs. These presets act as shortcuts for a pre-set combination of image adjustments, and are easily accessible to users whenever they open the app, without the need to reconfigure their settings each time.
4. Upload images to the ReBokeh app, and then make adjustments to those images. This allows users to snap a quick photo of something, and then use ReBokeh to look at it later on, or to improve the accessibility of images shared with them by friends or family.

ReBokeh User Stats:

- Users in 96 countries around the world
- 175,000+ vision adjustments made before the launch of ReBokeh Plus

ReBokeh Plus Price

\$2.99 per month, or \$28/year.

About ReBokeh:

Founded in 2019, ReBokeh creates simple yet effective tools designed specifically for the low vision community - those who aren't blind but live with an uncorrectable vision impairment. ReBokeh's flagship product is a smartphone app by the same name. It works by enabling users to adjust the appearance of the world around them according to their needs, empowering users to navigate the daily challenges of living with a vision impairment more independently. The app leverages the real-time camera feed from your smartphone or tablet, and then allows users to overlay customized filters to adjust things like contrast, color hue, zoom, and lighting to meet the exact needs of the user in any situation. ReBokeh has been featured in Forbes, TechCrunch, and BBC News, among other high-profile media outlets.