



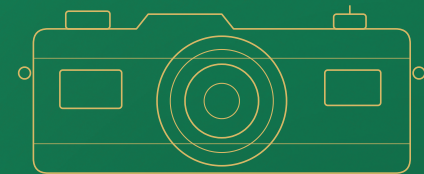
AVAILABLE ON THE APP STORE

apps.apple.com/app/id6760563089

JUST FLY STUDIO, NEW YORK

MIKEY 7S

A vintage rangefinder, in your pocket.



EIGHT STOCKS

*Hand-tuned, from Opal
Chrome to Sable Tone*

GRADED LIVE

*Grain, curves and
balation as you compose*

PRORAW

*Forty-eight megapixels,
full resolution*

Not LUTs. A real-time analog pipeline.



Every photograph carries the chemistry of its making. MIKEY 7S brings that chemistry back into the camera. Grain, tone curves, halation and falloff are drawn live while you compose, then rendered again at full resolution the moment you press the shutter.

Each of the eight stocks is its own Core Image pipeline, tuned by hand against the films that inspired it rather than looked up from a table. There is no base photo with an effect laid on top later. What you see in the viewfinder is the frame you keep.

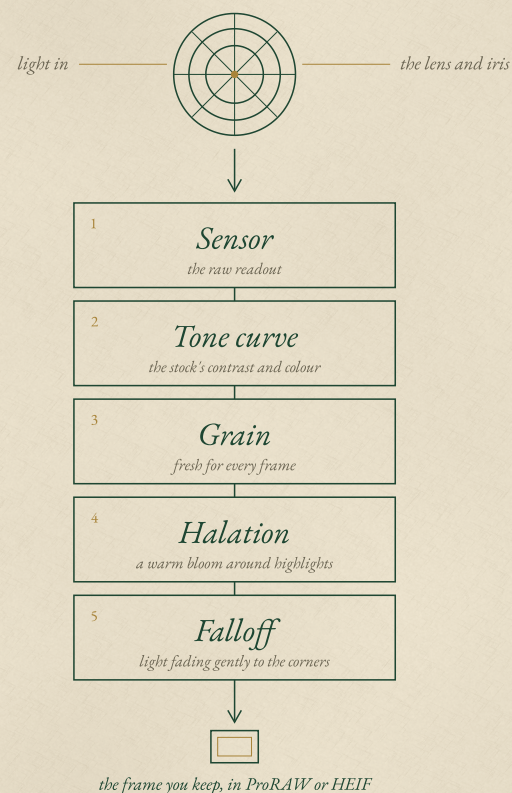
That is the whole idea of the camera: slow down, look at the light, and let the film decide how it wants to remember the moment.

*What you see in the viewfinder is the
frame you keep.*

FIGURE ONE

Anatomy of a capture

How light becomes a film frame between the shutter and the file.



NOTE The grade runs on the live signal, so the frame in the viewfinder is already the photograph.

Eight stocks

Eight hand-tuned chemistries, one tap apiece.



Four tools

Built into the viewfinder, so you learn while you shoot.

Compose

A golden-ratio overlay. *Place your subject where the spiral tightens; the eye follows the curve.*

Light

Reads the scene like a classic meter. *Centre the needle for balance, shift it for mood.*

Double

Two exposures on one frame. *Shoot a silhouette first, then fill it with texture.*

Black Mist

Diffusion in the style of a Pro-Mist filter. *Highlights glow like candlelight.*



MIKEY 7S

Analog film camera

FOR IPHONE AND IPAD

FROM THE STUDIO

“

*We make the
things we
believe should
exist.*

JUST FLY STUDIO, NEW YORK

Colophon

ON THE ISSUE

MIKEY 7S is an independent camera for iPhone from Just Fly Studio, a small practice working across software, photography and film.

Issue 01 records the first release: eight hand-tuned film stocks, four viewfinder tools, and the camera body they live inside.

Made in New York, 2026.

CREDITS

DESIGN AND ENGINEERING

Michael McGee

STUDIO

Just Fly Studio

PLATFORM

iPhone and iPad

BUILT WITH

SwiftUI, Core Image, Metal

CAPTURE

ProRAW and HEIF

TYPEFACES

EB Garamond and Fraunces



Fin.

Issue 02 follows as the camera grows.

Printed on uncoated cream stock.