**Blips3, the new powerful and extra-portable smartphone macro lenses**

*Extra-thin lenses to check in any moment the tiniest details, for any phone model.*

**Genova, Italy (October 03, 2022) -** After the great success of its first Kickstarter campaign Blips in 2016, **SmartMicroOptics launches its new product Blips3** again through Kickstarter. Blips3 is the revolutionized version of Blips, the **extra-thin** and **ultra-portable** lenses that **transform any smartphone or tablet into a powerful macro camera**.

<https://www.kickstarter.com/projects/blips/blips3-extra-thin-and-portable-lenses-for-any-smartphone>

**We have changed everything of the original design of Blips lenses, except the concept.**

New, durable material, new structure, new optics, new (washable) adhesive technology, new packaging, and new accessories; all this to create **an extra-portable tool to explore the micro-world, with any smartphone. ALWAYS WITH YOU.**

With new materials and a new, improved adhesive technology, Blips3 lenses combine high-quality images with ease of use and great durability. **The best fit on your own phone model is ensured by your first assembly.** **You can use it over your phone protective case, too.**

**The first set up is simple and possible on any smartphone** – Then, you will have an instrument for your phone that boosts the optical performance of your mobile device. You can take HD pictures and videos of insects, flowers, details of everyday objects and save them straight into your phone memory. **Everything at a very affordable price**.

**Blips3 is extra-portable**, so ready to use in any moment. When not in use on the camera, **you can keep these lenses** on your phone body, over or **even under your protective case**, in your wallet or in their original box.

**Blips3 key features include:**

* **two different lenses**, **with different magnifying powers**: **Blips3 MX** lens, with a magnifying power comparable to ordinary USB digital microscopes, is suitable for super-macro, hand-held uses. **Blips3 MV** lens, with a larger field of view and a great ease of use, is the macro lens for the most common macro-observations;
* a **new, improved adhesive technology**: our lenses can be used more than 500 times without changing the sticky tape; **the new sticky pad can be washed to recover its adhesive properties**;
* **four stainless-steel plates** provide solidity and flatness, useful to ensure great adhesion on the smooth surfaces of phones and tablets. They also allow users to put on and remove the lenses in seconds;
* **Blips3 lenses are self-healing**: you can squeeze them, but after a while they return to their original shape;
* **new very useful little accessories** come together with the lenses, to get the best results from them: **specifically designed spacers** for observing surfaces, and an **easy-to-use and ultra-compact light source**, particularly helpful together with the spacers, in environment with low lighting.
* **Blips3 suits well on your phone, with or without protective cover**: the structure of Blips3 is designed to fit any phone model. You should assemble the lens on your device the first time, setting its best length with a straightforward process.

Blips3 is available to pre-order on Kickstarter, with prices starting from just €19.

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**About SmartMicroOptics:**

SmartMicroOptics is a Genoa-based team of professionals in technology, research and manufacturing, created as startup of the [Italian Institute of Technology](https://www.iit.it/). Its focus is to provide affordable tools to explore the micro-world, developing breakthroughs in the fields of microscopy, consumer electronics and micro-optics.

Their first product, Blips, were a Kickstarter success in 2016, with the campaign reaching over 5000 backers and raising over €200K more than 10 times the initial goal.

<https://www.kickstarter.com/projects/blips/blips>

In 2019, the company launched another successful campaign for the smartphone microscope DIPLE, which sold more than 3,000 units worldwide, raising about €400K on the platforms Kickstarter and Indiegogo.

<https://www.indiegogo.com/projects/diple-the-powerful-microscope-for-any-smartphone>

For more information on SmartMicroOptics please visit their [website](https://www.smartmicrooptics.com/), [Instagram](https://www.instagram.com/blipslens) or [Facebook](https://www.facebook.com/blipslens).