

PRESS RELEASE – FOR IMMEDIATE PUBLICATION

buhmann marketing gmbh:

Launch of useful and funny “NoseDial” app

Germering, December 20, 2010 – The “NoseDial” app solves a typical winter problem: the iPhone display doesn’t respond when touched with gloved hands. With the \$ 0.99 “NoseDial” app you can now navigate and dial easily and conveniently with your nose.

A fun way to solve a real problem. “The iPhone display reacts to every touch. Unless, that is, you happen to be wearing gloves. Then you first have to remove your warming glove in order to make calls.” Tobias Buhmann, who developed the app with his team, knows this very well. In order to save the costs of buying expensive special gloves or styluses, the agency instead programmed the solution for the nose. “This has got to be the first app to solve a real problem in a fun way!” says Buhmann.

Nasally ergonomic and stylish. “NoseDial” has been optimized for operation by glove and nose. So, for instance, you can just tilt the iPhone to navigate through contacts added to the app. Our very own programmed sleep mode ensures that you can bypass apple’s “unlocking” slider. The requirements of every type of nose and the agility levels of different people are taken into account by the fact that you can individually adjust the size of the dialing buttons (the button size automatically defines the number of contacts shown per screen). In addition, you can define different background styles for the dial buttons. As “NoseDial” also displays contact photos, you get, along with the useful “dial with gloves on” feature, an attractive, individually adaptable favorites list. The app is now available for \$ 0.99 from the apple app store.

For further information and pictorial material (in the press section), please go to:

www.nosedial.com

About the agency

buhmann marketing gmbh is an owner-managed full-service advertising and media agency based in Germering, close to Munich, Germany. Since 2002, buhmann marketing, with its team of full-time staff and network of freelance specialists, has been supporting medium-sized enterprises and industrial firms - mainly in the ITC market. Thanks to its high level of technical affinity, the agency covers the whole spectrum of digital media side by side with classic marketing channels.

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