

## Quinn's Packing App Blasts Back into Top 10 with Fresh New Face

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Quinn Genzel's popular travel Packing app for the iPhone has blasted back up the charts into the top 10, recharged with a radical redesign of the icon, graphics and layout of the entire app. Also unveiled in the well-received version 7.0 update is a reorganization of the home, info and list creation and management pages for a simpler, more friendly and more intuitive user experience.

Taipei, Taiwan - Packing, the popular travel app for the iPhone and iPod touch, blasted back into the top 10 with a radical redesign of its graphics, layout and work-flow. Peaking at #6 rank in the U.S. App Store Travel section (#1 in Canada), a position it held twice before in 2009, Packing now sports an interface that is much more colorful and user-friendly than previous versions, and a simplified, more intuitive work-flow to match it. This is reflected in the multitude of overwhelmingly positive reviews left on the App Store.

Packing is more than just a digital packing list. It's more like a personal packing assistant that is always with you. It features an extensive, customizable catalog, several handy sample lists that can be used as templates, and unlimited, 100% customizable packing lists. A plethora of special functions include:

- \* Several packing list sorting & display options
- \* Collapsible categories with running item tallies
- \* Weight and value totals
- \* Multi-item selection for speedy list building
- \* Send to email
- \* Import/export to other Packing apps and devices
- \* Recovery of deleted lists and categories
- \* Extensive in-app instructions and feedback options

Packing has already also been spotlight demoed in Apple retail stores and recognized by National Geographic as one of the top 20 apps for traveling.

Version 7.0 brings a wealth of improvements to this already excellent app. Graphically, the app icon and splash page were radically enhanced, and colors, category icons and background images were added to spice up the look and feel. The layout and page organization were also significantly redesigned for a simpler, more friendly and more intuitive user experience. Lastly, the information and feedback page was overhauled as well. "Now, Packing truly has a face to match its functions," said Quinn Genzel, developer of Packing. "It's virtually a brand new app, but with the features and stability of a mature, version 7.0-level application."

Coinciding with the unveiling of Packing 7.0 was the launch of Packing Pro version 4.0. Similar improvements in design and organization were also made, on top of the already existing super-charged features. Packing Pro goes beyond the core functions of Packing to give its users complete control over the design of the app (themes, layout, font, colors), twice as many sample lists, an expanded Master Catalog, and an Expert packing list that can "automatically" help you create a customized list. Packing Pro too has been recognized as one of the best travel apps by Apple, National Geographic and American Express.

Packing 4.0, and Packing Pro 7.0, both with brand new faces, have blasted back up the charts of the iTunes App Store. The visual experience now better matches the powerful, yet flexible, functions of these useful and essential travel apps. Now, it's not just easy to pack, it's fun as well!

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**Pricing and Availability:**

Packing is available for purchase worldwide on the iPhone App Store at a 50% reduced price of only \$0.99 (USD) in the Travel category. The professional version Packing Pro sells for \$2.99 (USD), 25% off its full price. App Store promo codes are also available upon request for press (U.S. App Store only).

**QuinnScape:**

<http://www.quinnscape.com/>

**Packing:**

<http://www.quinnscape.com/Packing.asp>

**iTunes link for Packing:**

<http://itunes.apple.com/app/packing-to-do-sale/id294710480?mt=8>

**iTunes link for Packing Pro:**

<http://itunes.apple.com/app/packing-pro/id312266675?mt=8>

**Screenshot:**

<http://www.quinnscape.com/images/Packing-home-240x345-v7.0.jpg>

**App Icon:**

<http://www.quinnscape.com/images/icon-Packing-PackingPro-150x150.png>

QuinnScape, headed by Quinn Genzel, has been developing unique apps since nearly the beginning of Apple's iTunes App Store. Its apps range from those focusing on the human world (travel-related packing), to the natural and supernatural worlds. Copyright (C) 2009 QuinnScape. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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Link To Article: <https://prmac.com/release-id-10753.htm>

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