# New iPhone App - EcoDriverEd is Your Answer to Driving Green

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Idaho based AppKnack, LLC today announces EcoDriverEd 1.2, its newly updated green driving
application for iPhone and iPod touch devices. EcoDriverEd helps you learn how to drive green, save gas, save money, and save the planet. Learn techniques of acceleration, deceleration, smoothness, and speed with audible feedback. Are you looking for a way to reduce fuel consumption without buying a new car? EcoDriverEd has the answer with this innovative and clever app.

Boise, Idaho - AppKnack, LLC today is pleased to announce that its newly updated green driving application, EcoDriverEd (TM), for the iPhone and iPod touch, is now available on Apple's App Store. This unique iPhone app is one of the first such applications to allow a user to learn how to drive more economically without resorting to dangerous driving tactics.

Part of a recent trend in driving is to make slight adjustments to driving behavior that result in fuel conservation and dramatic cost savings. Not everyone can go out and buy a hybrid vehicle immediately, but they can do their part by learning to drive green with their existing car. EcoDriverEd helps you learn techniques of acceleration, deceleration, smoothness, and speed with audible feedback.

AppKnack founder Dan Axtman, commented "We're very excited to introduce this updated version of EcoDriverEd to the worldwide driving community. EcoDriverEd allows you to quickly learn how your driving habits are impacting your use of gasoline. EcoDriverEd gives you immediate report cards at the end of each drive so you can track your progress. Even moderate EcoDriving can reduce fuel consumption by 15%, saving a typical driver $200 per year and reducing $CO_2$ emissions by 1200 pounds. The EcoDriverEd app pays for itself within a few trips to the store!"

iPhone and iPod touch users now have a simple yet powerful driving tool at their disposal to help learn new driving habits. Within a few days any driver can learn new and safe driving techniques that will have both a personal and environmental impact.

EcoDriverEd features include:
* No installation or expensive additional equipment required
* Animated color bar graph gives audible feedback when thresholds are exceeded
* Works while iPod is playing music
* Report cards provide letter grades for each category (Acceleration, Deceleration, Smoothness, and Speed). Save multiple report cards to view your overall progress
* Adjust background look, theme sounds, volume, and trainer thresholds for your particular needs
* Connects to your car stereo

Device Requirements:
* iPhone and iPod touch (2nd generation)
* Requires iPhone OS 2.0 or later
* 2.9 MB

Pricing and Availability:
EcoDriverEd 1.2 is $1.99 (USD) and available worldwide exclusively through the App Store in the Productivity category. For more information about EcoDriverEd, please visit the iTunes App Store and our product web site.

EcoDriverEd 1.2:

http://www.appknack.com/ecodrivered

Purchase and Download:
http://itunes.apple.com/us/app/ecodrivered/id333241623?mt=8

Screenshot:
http://a1.phobos.apple.com/us/r1000/057/Purple/75/ec/a4/mzl.feybxsyi.480x480-75.jpg

AppKnack provides software development services for the iPhone and iPod Touch. They offer a wide range of contract software development services. The combination of skills in desktop, embedded and hosted systems enables AppKnack to deliver solutions where the power
of the web pervades from the PC to connected devices and the information collected by devices becomes seamlessly integrated into systems. Copyright (C) 2010 AppKnack, LLC. 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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