

Buy or Trash 1.0 - Innovative App Turns iPhone into Shopping Lifeline

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UpscaleRiver today released Buy or Trash 1.0 for iPhone and iPod touch users. The application is a shopping decision engine powered by a community of fellow shoppers. Users help each other decide on purchases by voting whether or not the products are a good buy. Features such as Facebook and Twitter integration, push notifications and website syncing make the app easy to use and immensely helpful to shoppers, especially when facing impulse purchases.

Arlington, TX - Announcing that UpscaleRiver, the developers of Buy or Trash, has launched a new app for anyone who shops. The application is a shopping decision engine powered by a community of fellow shoppers. Users help each other decide on purchases by voting whether or not the products are a good buy. Features such as Facebook and Twitter integration, push notifications and website syncing make the app easy to use and immensely helpful to shoppers, especially when facing impulse purchases.

Indecision about the purchase of a product can be frustrating and potentially very costly. There is always the possibility of ending up with a poor choice of brands or paying more than necessary. It's called Buyer's Regret and it can sting. If a shopper makes a purchasing mistake, they may end up with troublesome goods that they paid more for than they should have.

It's these types of situations that make Buy or Trash an indispensable tool. While it is in a shopper's best interest to use the app before investing money in any product, calling on friends for their input before sinking cash into something a user has little knowledge about or when facing an impulse buy, can be critical.

Buy or Trash is easy to use. To get input about a buying decision, users just upload a photo of the product and add a description. They can then post a link on Facebook and Twitter to receive feedback from their peers. The app sends push notifications to let the shopper know immediately when opinions have been expressed.

Features

- * Social integration with Facebook Connect and Twitter
- * Easy to use interface
- * Shopping list
- * Wish list
- * Push notifications to get results right away
- * Accelerometer
- * Syncing with Buy or Trash website

The application syncs with the Buy or Trash website. Users can login to see what products their friends are considering and contribute to the buying decision by voting for that person to 'buy it or trash it'. It's a valuable, mutual shopping lifeline powered by a community of friends.

Even the savviest of shoppers occasionally needs to buy something they don't know anything about. The paltry sum of ninety-nine cents for Buy or Trash is cheap protection against buyer's regret. If it saves users from making even one costly mistake, it will have paid for itself many times over.

Device Requirements:

- * iPhone and iPod touch
- * Requires iPhone OS 3.0 or later

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

* 1 MB

Pricing and Availability:

Buy or Trash 1.0 is only \$0.99 (USD) and available worldwide exclusively through the App Store in the Finance category. Promo codes are available for qualified reviewers. Please specify the website or blog you represent when making your request.

Buy or Trash 1.0:

<http://upscaleriver.com/apps/buyortrash.php>

Purchase and Download:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=343413279&mt=8>

Media Assets:

<http://s923.photobucket.com/albums/ad72/UpgradeRiver/Buy%20or%20Trash/>

At UpgradeRiver there is only one primary goal: To make people's lives easier. They believe that most of today's problems can be solved with smart software and they plan on solving as many problems as possible. Buy or Trash is one example of Upgrade River's commitment to their mission. Copyright (C) 2010 Mobile-App-Marketing-Makeover & Edward Turner. 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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