

Clever Coding Announces Update to Holiday App iColor Easter Eggs

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Utah based Clever Coding today announces iColor Easter Eggs, the latest update to their holiday app for iPhone and iPod touch devices. iColor Easter Eggs has been completely revamped adding new features, as well overhauling the graphics for the entire app. Users are able to choose one of six custom egg designs. From the designs they are able to color the eggs in any way they would like. After color the eggs, users can pick one of eighteen colorful backgrounds for their picture.

Springville, Utah - Clever Coding today announced the release of the latest update to their holiday iPhone/iPod touch App, iColor Easter Eggs. The App hits the iTunes App Store last Easter, and this year, the App has been completely revamped adding new features, as well overhauling the graphics for the entire application.

Version 2.0 of iColor Easter Eggs brings new features that will let you easily share Easter Greetings with friends in a number of ways. The first new way of sharing comes through the addition on In-App email. Now you will be able to make a design, color you egg, choose your greeting, and email it to friends and family all without ever closing the app! Spend more time on Facebook than email? Don't worry, with the addition of Facebook Connect, you can easily share your Easter Eggs with all your friends on Facebook, directly from the app. If you are just looking for an Easter background for you phone, you can always save the picture directly to your phone. With all the new additions, sharing Easter Greetings has never been easier!

In addition to updating the way you share, Clever Coding has also updated the way the app looks. The Eggs have been giving a 3D finish and the number of background choices went from six to eighteen. Building on the success of previous interactive games, Clever Coding wanted to build a game that fun and simple for all age groups, especially one for the holiday season.

"The focus has always been on creating something that is visually appealing and fun to play at the same time," said Brandon Pluim, a Clever Coding developer. "I think we have met those expectations with iColor Easter Eggs."

When users open the game they are able to choose one of six custom egg designs. From the designs they are able to color the eggs in any way they would like. After color the eggs, users can pick one of eighteen colorful backgrounds for their picture. The last step is to add one of many Easter.

Device Requirements:

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

Pricing and Availability:

iColor Easter Eggs is \$1.99 (USD) and available worldwide exclusively through the App Store in the Games category.

iColor Easter Eggs:

<http://clevercoding.com/ourapps.php>

Purchase and Download:

<http://itunes.apple.com/us/app/icolor-easter-eggs/id310837094?mt=8>

Clever Coding was founded by Steven Moon in 2008 with the one goal in mind of "Turning iPhone Apps ideas into a reality". When founding the company Steven decided to develop both in house apps and do custom iPhone development for other companies and individuals. As of March 2010 they have developed over 80 iPhone Apps. Many of the Apps they have developed have been in the Top 100 and featured by Apple. With a team of dedicated iPhone developers and graphic designers they are capable of taking on iPhone projects of any size. Clever Coding is based out of Springville, Utah but they have done work for clients around the world. For more information about their custom iPhone development services or to receive a custom bid on an iPhone App visit their website. Copyright (C) 2008-2010 Clever Coding. 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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