

Top Selling Augmented Reality iPhone App Updated: Expands Product Lineup

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Hunter Research and Technology today announces the availability of Theodolite 1.3 on the iTunes App Store. Based on a centuries-old astronomical instrument, Theodolite overlays real-time information about position, altitude, bearing, range, and horizontal/vertical inclination on the iPhone's live camera image, turning the iPhone into a sophisticated location-aware viewfinder. Uses are endless, from land surveying to basic navigation.

Williamsburg, Virginia - Hunter Research and Technology today announces the immediate worldwide availability of Theodolite 1.3 on the iTunes App Store. This novel multi-function augmented reality app for the iPhone became the #1 selling navigation app in the US and UK App Stores in mid December after being featured by Apple in the New and Noteworthy category of the iTunes App Store, and broke into the Top 40 Paid Apps ranking in the US and Top 20 in the UK.

Based on the concept of a centuries-old astronomical instrument, Theodolite overlays real-time information about position, altitude, bearing, range, and horizontal/vertical inclination on the iPhone's live camera image, turning the iPhone into a sophisticated location-aware viewfinder. Uses are endless, from land surveying to basic navigation, and the app is great for hiking, boating, hunting, sightseeing, photography, and sports.

Theodolite 1.3 continues the steady progression of features being added to the app based on requests from users around the world. With this update, Theodolite expands into a product line with three distinct apps: Theodolite Free, Theodolite Basic, and Theodolite Pro. Theodolite Free functions as a simple augmented reality viewfinder with compass, GPS, zoom scope, and two-axis inclinometer. Theodolite Basic adds the ability to take geo-stamped photos and screenshots from the app with 2X and 4X zoom, an option to write custom notes on photos, an integrated map with standard satellite, and hybrid views, onscreen help, and accelerometer calibration.

The flagship Theodolite Pro includes Basic features plus a zero angle mode, an A-B calculator for height, distance, heading, position, triangulation, and relative angles, e-mail export with KML data, system-wide clipboard integration, percent grade display, optical rangefinders, military grid reference system (MGRS) coordinates, universal transverse Mercator (UTM) coordinates, and four latitude/longitude formats.

"Since Theodolite debuted on the App Store in 2009, it has been purchased by many different types of customers", said Dr. Craig Hunter, developer. "The app attracts casual users who are interested in the novelty of augmented reality, or who use the app for hobbies, sports, and outdoor activities. Professional users, including realtors, builders, and contractors, use Theodolite to take geo-stamped photos with notes. Finally, the app is heavily used in specialty fields by surveyors, geologists, architects, engineers, military personnel, and search and rescue workers. By expanding Theodolite into a product line, I am better able to cater to various customer groups with features and pricing appropriate for each category".

Pricing and Availability:

As the name suggests, Theodolite Free is available for free on the iTunes App Store. Theodolite Basic costs \$1.99 (USD) and Theodolite Pro is \$3.99. The apps run on any generation iPhone with OS 3.1 or later. GPS functionality requires an iPhone 3G or 3GS. Compass functionality requires an iPhone 3GS. Customers who purchased Theodolite prior to the expanded product lineup will automatically be upgraded to Theodolite Pro at no cost. More information, including screenshots, is available on the Hunter Research and Technology website. Media professionals interested in reviewing Theodolite can request a

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

promotional code to download the apps from iTunes at no cost.

Theodolite 1.3:

<http://hunter.pairsite.com/theodolite/>

Download Theodolite Pro:

<http://itunes.apple.com/us/app/theodolite-pro/id339393884?mt=8>

Download Theodolite Basic:

<http://itunes.apple.com/us/app/theodolite-basic/id367293546?mt=8>

Download Theodolite Free:

<http://itunes.apple.com/us/app/theodolite-free/id367294141?mt=8>

Press Images:

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Hunter Research and Technology is run by Dr. Craig Hunter, a practicing engineer with over 18 years experience in mechanical engineering, aerospace engineering, and software development. Craig received the 2004 NASA Software of the Year Award and a 2004 Apple Design Award (Best Scientific Computing Solution on Mac OS X) for his work in software development. Craig founded Hunter Research and Technology in 2008 to create innovative, relevant, and compelling apps that take advantage of the advanced hardware and software capabilities of iPhone OS devices. The company currently has thirteen apps available on the iTunes App Store, with more in development. Copyright 2009 - 2010 Hunter Research and Technology LLC. All Rights Reserved. iTunes, iPhone, and iPod are registered trademarks of Apple Computer Inc. in the U.S. and/or other countries.

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