

Kimico Releases BookBuddy 2.0 - Focusing on Personalization

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Kimico Ltd. today announces BookBuddy 2.0, a major update to their powerful book management application for iPhone and iPod touch. Designed specifically for the iPhone and iPod touch, BookBuddy gives users full control of their book collection. No additional desktop application or online service is required. Version 2.0 adds important features allowing users to personalize their own book collection. Users can now rate their books, tag them with stars and add comments.

Herzeliya, Israel - Kimico Ltd., a leading provider of high quality applications for iPhone and iPod touch, today is pleased to announce the availability of BookBuddy 2.0, a major update for the best book management application for iPhone and iPod touch. BookBuddy 2.0 adds important features allowing users to personalize their own book collection.

BookBuddy 2.0 brings highly anticipated features which provide the tools to organize book collections in a personalized way. Users can now rate their books, tag them with stars and add comments. Tagging books with stars would greatly improve usability as starred books can stand for any special indicator such as a favorite, a reminder or a follow up.

"Expanding on BookBuddy's solid foundation, these new features allow users to take the management of their book collection to the next level," said Mr. Adato, President and Founder of Kimico, Ltd., "The added personalization makes BookBuddy an even more essential tool for book lovers."

BookBuddy is designed specifically for the iPhone and iPod touch to give users full control of their book collection directly on their iPhone device. No additional desktop application or online service is required.

Device Requirements:

- * iPhone and iPod touch
- * Requires iOS 4.0 or later
- * 2.2 MB

Pricing and Availability:

BookBuddy 2.0 is \$4.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Books category. A free version is available for preview.

BookBuddy 2.0:

<http://www.kimicoapps.com>

Purchase and Download:

<http://itunes.apple.com/us/artist/kimico-ltd/id395149953>

YouTube Video:

http://www.youtube.com/watch?v=_riob3K8JT4

Screenshot:

<http://a2.phobos.apple.com/us/r1000/053/Purple/41/f7/80/mzl.tvsgxmrb.320x480-75.jpg>

App Icon:

<http://a1.phobos.apple.com/us/r1000/049/Purple/c5/cd/5b/mzi.jdkctqvt.175x175-75.jpg>

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Located in Herzeliya, Israel, Kimico is a software development company focused on bringing state of the art applications for iPhone and iPod touch. Kimico's main goal is to create high-quality applications which will enrich users lifestyle and improve their productivity while being easy and fun to use. For additional information about Kimico and their products, including full demonstration videos, please visit their website. Copyright (C) 2011 Kimico Ltd. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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