

Measures 1.2 for iPhone: Easy, Comprehensive and Attractive Converter

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Neuwert Media is proud to announce Measures 1.2, their unit and currency conversion app for iPhone and iPod Touch. Designed with a focus on usability, Measures allows the user to perform conversions as easy and as fast as possible. All user interface elements are packed into one single screen combining calculator like design, with the scroll wheels in the bottom for selection of categories and units to convert between. The program is fully customizable and has two eye-pleasing UI themes.

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There is no need to go through multiple views to select the units. Just rotate the wheels. And the calculation is done as you type. Four most frequently used conversions can be assigned to favorite buttons. Just hold one of them after the category and units are selected. Short vibration and changed symbol on the key lets you know that the programming is done.

And what if you would like to quickly swap the units? Just shake the iPhone and voila, instead of e.g. EUR to USD you get it reversed. Don't want to attract people around with shaking movements? Double-tapping the program's display leads to the same effect.

Another unique feature of Measures is the built-in calculator which is hidden by default. One use case of it is entering of negative numbers (mostly for temperature conversions). But not only that. The calculator allows to perform all basic mathematical calculations as well as advanced ones (powers, logarithms etc.). In addition, the rounding slider on the extended calculator allows you to change the precision with which the conversions are done. The calculator is activated with the single-tap of the program's display.

Every aspect of the program is well thought-out. Even entering of numbers for conversion. There is a back-space equivalent which is a short tap of the CLEAR button. Hold it and after approx. one second, the complete input is cleared. Alternatively, you can just swipe with the finger over the calculator display to literally wipe the entered number.

Measures has evolved over the time. Many new units were added which became harder to manage. And the solution is now implemented in 1.2.0. All categories and corresponding units can be freely rearranged and deactivated if they are not needed. Sorting of categories / units can be done based on alphabet, frequency of use or unit weight factor (e.g. in is less than ft). All this can be done in the comprehensive settings menu.

Other customizations which can be achieved via settings menu:

- * You can select between two (currently) different UI themes
- * You can activate audio feedback for the button taps
- * Accelerometer can be configured to trigger different things
- * Force-update of currency exchange rates.

Measures is currently localized in English, German and Russian languages. It requires iPhone, iPhone 3G or iPod Touch with OS 2.0 or higher.

Key Features:

- * All in one screen layout of the converter interface

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- * Quickly programmable favorite-buttons
- * Built-in calculator with some advanced math. functions and memory
- * Gestures and accelerometer support
- * Daily updated currency exchange rates for 170 countries
- * Comprehensive library of unit categories
- * Highly-customizable
- * Built-in well formatted instruction in HTML format

Measures supports conversions between hundreds of units in over 20 different categories. This collection is constantly updated with every program update. One category which is worth mentioning separately is currencies. There are 170 daily updated exchange rates kindly provided by iccfx. Measures updates them automatically as soon as old rates become outdated and the network connection is available. When this category is selected the colorful country flags are shown in the scroll wheel selector along with currency codes.

Pricing and Availability:

Measures 1.2 for iPhone is only \$0.99 (USD) and available exclusively through Apple's App Store.

Neuwert Media Website:

<http://www.neuwert-media.com>

Measures 1.2:

<http://www.neuwert-media.com/index.php/en/iphone--ipod-touch-apps/measures>

Download and Purchase:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=287918318&mt=8>

Screenshot:

http://www.neuwert-media.com/images/stories/measures_screenshots/Measures_Scr_01.png

Screenshot/App Icon:

<http://www.neuwert-media.com/images/stories/icon-measures.png>

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