

New Photo IQ App Makes It Fun To Learn About Photography

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Photography game and education site PhoozL announces v1.1 of the world's first Photo IQ quiz app for iPhone and iPod touch: "PhoozL IQ: A Photo IQ Quiz." PhoozL IQ is a fun, quiz-type game that allows photo enthusiasts of all levels (amateur to pro) to test their photo knowledge while learning even more about photography. Players can choose a Free version with fewer and easier questions, or a Pro (paid) version with more questions, harder questions, and a shorter time clock for answering them.

Charlottesville, Virginia - Photography game and education site PhoozL announces v1.1 of the world's first Photo IQ quiz app for iPhone and iPod touch: "PhoozL IQ: A Photo IQ Quiz." PhoozL IQ is a fun, quiz-type game that allows photo enthusiasts of all levels (amateur to pro) to test their photo knowledge while learning even more about photography in the process. PhoozL IQ is the world's first photography IQ quiz created for the mobile app platform.

Both versions of PhoozL IQ feature a collection of intuitive, easy-to-play quizzes, with 10 shuffled questions and entertaining graphics, sounds, and music. There are different question types for all skill levels, with questions covering photography-related topics such as: cameras, composition, lighting, image editing, printing, and photography history. Every question is a package comprising: the question, alternative answers (tap-choice, true-false, multiple-choice formats), a hint, and a "factoid" for additional learning. The questions were developed with input from some of the most accomplished professional photographers and imaging experts from around the world.

The Free version of PhoozL IQ includes 50 challenging questions and a longer time period for answering the questions. The PRO version includes 100 more-difficult questions and a shorter time clock. An optional "Extended Play" mode in the PRO version enables players to answer all 100 questions in one, intense, non-stop game session. And players can easily upgrade from Free to PRO within the Free app.

"We wanted to combine photo gaming and photo education into one app," explains Harald Johnson, co-founder of PhoozL and the creator of the PhoozL IQ app. "PhoozL IQ is adapted from our most popular Flash game on the Phoozl.com website. Now, game-loving photographers and photography students can enjoy photography-related fun and learning wherever they happen to be. They can test themselves and challenge their friends on what they know!"

Feature Highlights (for PRO Edition):

- * 100 challenging questions
- * Each quiz game comprises 10 shuffled questions.
- * An optional "Extended Play" mode available via In-App Purchase that lets you play through all 100 questions non-stop. It's intense!
- * Different question types for all skill levels
- * Hints available (but you pay the price in Score deductions!)
- * Facts to learn for each question
- * Covers main photo subject areas, including: cameras, composition, lighting, image-editing, printing, photo history, and many more!
- * Great graphics and audio
- * Sound and music options
- * No ads!
- * Intuitive and easy to use
- * Count-down clock, dynamic scoring
- * Scoring based on speed and accuracy
- * High scores via Apple Game Center

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* Post to your Facebook Wall, Tweet on Twitter, or use Email to share your PhoozL IQ.

Device Requirements:

- * Compatible with iPhone, iPod touch, and iPad
- * Requires iOS 4.1 or later (for Game Center)
- * 8.5 MB

Versions, Pricing and Availability:

PhoozL IQ is currently available for the iPhone and iPod touch, in both FREE and PRO (paid) versions. iPad versions are expected to be available by the end of 2011. "PhoozL IQ: A Photo IQ Quiz" is free of charge, and "PhoozL IQ PRO" is only \$0.99 (USD) as the normal price. And optional "Extended Play Mode" is available for \$0.99 (USD) in the PRO version. Both versions of PhoozL IQ are available worldwide through the App Store in the Photo & Video category. Promo codes for reviews are available upon request.

PhoozL IQ 1.1:

<http://www.phoozl.com/index.php?loadpage=./includes/apps.php>

Purchase and Download:

<http://itunes.apple.com/app/phoozl-iq-pro/id449458547>

Download from iTunes:

<http://itunes.apple.com/app/phoozl-iq-a-photo-iq-quiz/id474202520>

Splash Screen (iPhone):

http://www.phoozl.com/images/apps/PIQ_PRO_splash_369x800.png

Screenshot 1:

http://www.phoozl.com/images/apps/PIQ_sunflowers_Q_tapchoice_640x960.jpg

Screenshot 2:

http://www.phoozl.com/images/apps/PIQ_redsubject_Q_T-F_640x960.jpg

PhoozL(R) provides photo gaming and photo education sites, apps, and destinations for photographers and photo enthusiasts who want to have "phun" while learning about photography. PhoozL's core values are: Learning, Inspiration, Recognition, Challenges, Community, and Phun. PhoozL's primary founder, Harald Johnson, has been immersed in the worlds of photography, art, and publishing for more than 30 years. A former professional photographer, designer, and creative director, Harald is the author of the groundbreaking book series: "Mastering Digital Printing," and he's now a happy game and app creator. PhoozL is a registered trademark of Harald Johnson. Apple, iPad, iPhone, iPod touch, and iTunes are trademarks of Apple, Inc., registered in the U.S. and other countries. App Store is a service mark of Apple, Inc.

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Harald Johnson
President
434-974-4952

johnson.harald@gmail.com

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