

## **Mental Case, Flashcard Exchange Bring 16 million Flashcards to iPhone**

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MacCoreMac Software and Flashcard Exchange today announced the availability of Mental Case

2.0 for iPhone and iPod touch. The new release offers two-way syncing directly with a Mac over a wireless network, and gives exclusive access to Flashcard Exchange, the largest online repository of flashcards with around 16 million cards.

Amstelveen, The Netherlands - MacCoreMac Software and Flashcard Exchange today announced the availability of Mental Case 2.0 for iPhone and iPod touch. The new release offers two-way syncing directly with a Mac over a wireless network, and gives exclusive access to Flashcard Exchange, the largest online repository of flashcards with around 16 million cards. Mental Case 2.0 allows you to browse Flashcard Exchange, and download sets of flashcards directly to your iPhone or iPod touch. Mac users can now sync the downloaded flashcards, and any cards they may have created themselves, back to Mental Case on their Mac.

"The iPhone is a great platform for learning", says Drew McCormack, Chief Developer at MacCoreMac Software, "You can take it with you, and whenever you have a few minutes, fill in time learning a language or studying for exams. It's really ideal for flashcards, even more so than the Mac."

"We are delighted to partner with Flashcard Exchange to bring an enormous range of content to the iPhone. At first, we thought about setting up our own online repository, like most others in the flashcard space seem to be doing, but it would have taken a long time to build up anywhere near the sort of knowledge base that Flashcard Exchange already has. So we contacted them, and they were as eager as we were to work together."

Culley Harrelson, CEO of the company behind Flashcard Exchange, was equally pleased by the proposition of integrating Flashcard Exchange into Mental Case: "We were thinking about doing something for iPhone, but were torn between just optimizing our web presence, and doing a native app. We didn't really have the development expertise to do a native app ourselves, so working together with MacCoreMac to bring our content to iPhone was a good solution."

"We've known about Mental Case for a while. I personally think it is the best flashcard app on the Mac, and what they've done with Mental Case for iPhone is great. But what Mental Case lacked was a means of downloading content. Now, in version 2.0, Mental Case not only delivers a great user experience, but also the best content."

Mental Case 2.0 for iPhone is available immediately from the iTunes App Store. It is available in two versions, a free 'lite' edition that allows browsing of Flashcard Exchange but not downloading, and does not support editing of flashcards on the iPhone. The paid edition costs \$7.99 (USD), and allows direct downloads from Flashcard Exchange, and creation and editing of flashcards. Both versions sync over wifi with Mental Case for Mac OS X.

Mental Case 2.0:  
<http://www.macflashcards.com>

Download and Purchase:  
<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=298303277&mt=8>

Screenshot:  
<http://www.macflashcards.com/screenshot>

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

Screenshot/App Icon:

<http://www.macflashcards.com/themes/mentalcase/images/case.png>

Flashcard Exchange:

<http://flashcardexchange.com>

About MacCoreMac Software

Founded in 2001, MacCoreMac Software is a company based in Amsterdam, The Netherlands, which develops exclusively for Mac and iPhone. Their flagship product is the flashcard application Mental Case.

About Flashcard Exchange

Flashcard Exchange was founded in January 2001 by Culley Harrelson. Since that time the web site has grown into a thriving community of educators, students and all types of enthusiastic learners. Culley still owns and maintains the web site. He does all of the development, and provides all support. He lives in northern California with his family. In January 2005 Culley formed Tuolumne Technology Group, Inc. to encompass Flashcard Exchange and his consulting business.

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