

Zerion Software releases iGravy - Forte into the "Branded App" genre

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Zerion Software has released iGravy for iPhone. iGravy coincides with the release of the movie Notorious, a biographical film about Notorious B.I.G. and his life starring rapper Jamal "Gravy" Woolard as Biggie. Using a dynamic update framework driven from a web interface, updated feeds are sent to the user with current schedule information about his appearances, concerts, and other important dates.

Herndon, Virginia - Scheduled to coincide with the release of the movie Notorious, a biographical film about Notorious B.I.G. and his life starring rapper Jamal "Gravy" Woolard as Biggie, Zerion develops the iPhone application called iGravy.

The iPhone App is a must have for fans of the movie or Gravy's music. The application is a showcase for all that is Gravy. View photos and listen to some select tracks by the artist. Using a dynamic update framework driven from a web interface, updated feeds are sent to the user with current schedule information about his appearances, concerts, and other important dates. An informative Bio is also included in the App, detailing his humble roots, to his rise to stardom.

There is also a section that includes links to popular sites, such as the Notorious movie trailer, his MySpace page, and to the site whoisgravy.com. Best of all, fans of Gravy will love the Message to Gravy section, that allows fans to send Gravy a text or audio message.

"The opportunity to represent such a prominent figure in the music industry, and now a promising actor, was something we could not pass up. We believe this is the perfect vehicle for us to showcase our 'Branded App' genre, which will allow us to market any artist, music or otherwise, that wishes to have exposure on the iPhone; at a minimal cost." Sze Wong, President of Zerion Consulting.

iGravy joins Inauguration Report and Rochambeau in the growing number of iPhone applications created by Zerion Software.

WholsGravy:
<http://www.whoisgravy.com>

iGravy:
<http://www.zerionconsulting.com/igravy.html>

Download iGravy:
<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=301101887&mt=8>

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