

## **Double Dog Studios releases Word Twiddle - Brainstorming App for iPhone**

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Double Dog Studios announced today the release of the Word Twiddle for iPhone and iPod Touch. Word Twiddle boosts users problem solving and creative thinking using random word stimulus. Word Twiddle includes over 53,000 words categorized into lists created to compliment each other and stimulate different types of ideas. With the ability to choose up to three word lists, you receive optimum word stimulus.

Fort Myers, Florida - Double Dog Studios announced today the release of the Word Twiddle iPhone application, which boosts users problem solving and creative thinking using random word stimulus.

"The idea for Word Twiddle is to get users thinking "outside the box" by presenting them with both unusual and targeted combinations of words and ideas," said Terry Millard, president of Double Dog Studios. "We designed the Word Twiddle to be a quick and easy way for iPhone and iPod touch users to brainstorm innovative solutions."

Random word stimulus is the most dynamic brainstorming technique designed to trigger your brain's natural creative thinking process. Random words encourage you to view a problem from a new direction, fueling the creation of quality ideas. Each new set of words broadens your creativity.

Features of the Word Twiddle iPhone application include:

- \* Over 52,000 words categorized into over 50 lists - targeting stimulus means you can focus on your brainstorming.
- \* Choose from 1 to 3 words for display - more relevant stimulus means you create more quality ideas.
- \* Simple one button Keep function - save words you like so you so you don't break creative flow.
- \* Email enabled - share your idea with others by sending word sets via email.

Creative solutions, products and thinking start with great ideas. Word Twiddle will stimulate and inspire your brain.

Pricing and Availability:

Available for \$1.99 (USD) at the iPhone App Store, Word Twiddle iPhone application allows users to take advantage of the advanced capabilities of the iPhone and iPod touch user interface.

Word Twiddle 1.0:

<http://www.wordtwiddle.com>

Download and Purchase:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=307418449&mt=8>

Double Dog Studios was founded in December 2008 with a passion to create, easy-to-use applications for Apple's iPhone. Our founders have designed, developed and sold software, websites and Internet applications for more than 13 years. Copyright 2008-2009 Double Dog Studios. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer in the U.S. and/or other countries.

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