

Shock and Awe Reaches Top 50 iPhone Apps Milestone

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Marvel Apps, LLC is proud to announce a milestone for the company. Their iPhone app, Shock and Awe, has climbed to the top 50 apps of the Utility category on the iPhone App store. The app contains a library of over twenty five unique sounds that enable the user to distract or annoy people on demand. The app can also be used as a motion alarm to prevent theft and also features a fake phone call feature to help you get out of that tough spot.

Tecumseh, MI - Marvel Apps, LLC is proud to announce that their recently released iPhone application, Shock and Awe, has become a top 50 app in the Utilities category in the iPhone App store.

When asked how they did it, President Bill Leisenring said, "During one of our creative sessions, someone suggested that we make a fun app that puts us on the map and the team made it happen." The Marvel Apps team is comprised of previous automotive engineers, who recently changed careers to explore the world of consumer electronics and software. The team leveraged their experience in the auto industry. "We applied Design For Six Sigma principles. Our team benchmarked the top apps in each category, understood what the customers wanted, conceptualized multiple application ideas, and started coding." said Leisenring. In a few weeks time, the company had released three apps in the app store.

The result is an application that people enjoy using and gets everyone laughing. Shock and Awe has more depth than similar apps that are available. "We wanted to provide more than just a grenade in the user's sound arsenal. These sounds range from funny to truly disturbing." added Leisenring. The app contains a library of over twenty five unique sounds that enable the user to distract or annoy people on demand. The app can also be used as a motion alarm to prevent theft and also features a fake phone call feature to help you get out of that tough spot. App user 'Kermach' agrees who stated in his/her review "I've used all the sound grenades and I've used a lot of other sound distributors. But this one tops them all...This app rocks! Five Stars."

What's next for Marvel Apps? "We continue to make applications for clients using DFSS principles. We are still car guys, one of our clients Control-Tec, helps us keep our pulse on the automotive industry. With the recent announcement of the iPhone 3.0 operating system, we are looking forward to making the next generation of apps that people want to buy, like using and want to buy from us again." said Leisenring.

Shock and Awe is one of three sound effects app for Marvel Apps. The company also created the Smak! franchise with two releases to date: Golf Smak! and Office Smak! In addition to these applications, Marvel Apps has also released Fandora's Box 2008 Summer Games, iLove Fantasy Football '08 and iLove College Football '08. Their applications are available in Apple's iPhone App Store.

Marvel Apps:
<http://www.marvelapps.com>

Shock & Awe - Diversion:
<http://www.marvelapps.com/index.php/products/diversion>

Download and Purchase:
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