

## **New Peterson Mobile App For Budget-Conscious Nature Lovers**

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For nature lovers on a budget, Peterson Birds Pocket Edition 1.0 helps solve that perennial problem: 'What's that bird?' without needing to carry around a bag load of heavy books. The app gives users details on over 800 North American birds, from the best-selling Peterson Field Guide to Birds of North America book, with illustrations, maps, details, bird songs, lists, search and more. Peterson Birds Pocket Edition is from the developer of the award-winning app, Peterson Birds of North America.

San Francisco, California - For nature lovers on a budget, Peterson Birds Pocket Edition 1.0 packs in a lot of detail for such a small price. Based on the best-selling book, Peterson Field Guide to Birds of North America, the app features Roger Tory Peterson's breathtakingly beautiful illustrations, along with maps, species details and songs. Information on over 800 species of North American birds is included in the app, core content that is identical to that of the app's big brother, the award-winning Peterson Birds of North America.

"For many casual bird watchers, all of the bells and whistles you get with a top-flight bird app are overkill," said Nigel Hall, developer of Peterson Birds Pocket Edition. "But with Peterson Birds Pocket Edition, anybody can have access to the best content available on North American birds, at a price everyone can afford."

The beautifully illustrated Peterson Birds Pocket Edition never loses sight of its primary goal: to help you identify birds. To do this, the developer has helpfully placed pictures of similar looking birds on one screen. This makes quick comparison a breeze. Arrows highlight unique markings on each illustration making it easier to differentiate birds that might otherwise be difficult to tell apart. The illustration screen is the cornerstone of the app. From here, icons give access detailed species information, maps showing the range of each bird, and bird songs.

One of the most frustrating things about watching birds is that you don't often see them. But you can hear them. You might catch a glimpse of a bird as it flies into a tree, but you can still hear him singing while he's out of sight. Peterson Birds Pocket Edition takes this into account and lets you play bird songs by tapping illustrations on the screen. This makes quick work of comparing the songs of similar birds.

The illustrations, details, and songs are the core of the app's appeal, but the features don't stop there. When you see a bird, you can check it off your life list - and make as many other lists as you like. There's a search feature with a state-by-month option that lets you filter the apps 800 plus birds based on whether they've been recorded in Cornell University's massive eBird sightings database. The app includes an alphabetical index and a very useful Quick Find index that lets you get straight to illustrations of birds by common name, Albatross, for example.

Peterson Birds Pocket Edition runs on Apple's iPhone, iPod touch, and iPad devices and is optimized for retina displays and the larger screen of the iPhone 5.

Peterson Birds Pocket Edition, Peterson Birds of North America and the free Peterson Feeder Birds of North America are developed by Appweavers, Inc. in California, using content licensed from Houghton Mifflin Harcourt, publishers of the Peterson field guide series of books.

Device Requirements:

\* iPhone, iPad, or iPod touch

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

- \* Requires iOS 5.1 or later
- \* Universal app optimized for display on all iOS devices
- \* 610 MB

Pricing and Availability:

Peterson Birds Pocket Edition 1.0 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide through the App Store in the Reference category.

Peterson Guides:

<http://petersonguides.com>

Peterson Birds Pocket Edition 1.0:

<http://petersonguides.com/PetersonBirdsPocketEdition.php>

Purchase and Download:

<https://itunes.apple.com/app/peterson-birds-pocket-edition/id646216964>

App Icon:

<http://petersonguides.com/resources/Home/woodpecker-1024.png>

Appweavers is an award-winning San Francisco Bay Area software developer, with a focus on outdoors applications for mobile computing devices. The company has a multi-product licensing agreement with Houghton Mifflin Harcourt for development of mobile apps based on the highly respected Peterson Field Guide series of books. Appweavers founder Nigel Hall has extensive experience with outdoors applications for the iPhone and iPad. Copyright (C) 2013 Appweavers. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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