

Peterson App Featured in Apple iPad Air Keynote Video Goes On Sale

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Peterson Birds, an award-winning app for iPhone, iPad, and iPod touch from Appweavers, Inc, was selected by Apple from over 1,000,000 apps on the App Store to be included in the keynote video introducing the new iPad Air. Designed for ease of use and accessibility, Peterson field guides have introduced generations of North Americans to the beauty of the natural environment. The Peterson app is on sale through the end of October, 2013, an 80% discount on the regular price.

San Francisco, California - Peterson Birds - A Field Guide to Birds of North America, an iOS app selected by Apple from over 1,000,000 App Store apps to feature in the keynote video introducing the new iPad Air, is on sale for \$2.99. The award-winning Peterson Birds app, regularly priced at \$14.99, is shown in the Apple video at the 01:18 mark after a hiker pulls the new iPad Air out of his backpack.

"It's an incredible honor to be included in an Apple keynote video," said Nigel Hall, developer of the Peterson Birds app. "Peterson Birds epitomizes what can be done when you combine mobile apps and reference guides designed for the outdoors, and the Peterson app is visually stunning."

Designed for ease of use and accessibility, Peterson field guides have introduced generations of North Americans to the beauty of the natural environment. The Peterson Birds app is modeled on these original guides and features detailed information from eight Peterson field guide books.

The Peterson Birds app is designed to help you quickly identify birds. The app uniquely features illustrations of similar looking birds on the same screen, for fast visual comparison. A tap on the screen shows maps depicting the summer and winter range of the birds. And tapping each illustration plays the bird's song, letting you easily compare how similar looking birds sound.

In addition to the conventional information found in a field guide book, the Peterson app lets you mark birds you've seen off a checklist, record sightings with notes, add your own photos, and reorganize the way the guide looks to truly make it your own. The app provides indexes for quick reference, search functions for filtering the app's 800 plus birds, and a wealth of additional detailed information.

The Peterson Birds app is on sale until the end of the October for \$2.99 USD, an 80% reduction on the regular App Store price of \$14.99. The sale, which began on Saturday October 19, 2013, runs through the end of the month. Peterson Birds works with iPhone, iPod touch, and iPad and is optimized for retina displays and the larger screen of the iPhone 5. Download the Peterson Birds app from the App Store.

Peterson Birds of North America, Peterson Birds Pocket Edition, and the free Peterson Backyard 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, iPod touch and iPad
- * Requires iOS 5.1 or later
- * This app is optimized for iPhone 5
- * 600 MB

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Pricing and Availability:

Peterson Birds 1.3 is on sale for \$2.99 USD (or equivalent amount in other currencies) through the end of October and available exclusively through the App Store in the Reference category.

Peterson Guides:

<http://petersonguides.com>

Peterson Birds - A Field Guide to Birds of North America 1.3:

<https://itunes.apple.com/us/app/peterson-birds-field-guide/id407825684>

YouTube Video (Apple iPad Air Keynote):

<http://www.youtube.com/watch?v=LFYNP40vfmE>

Screenshot (iPad):

http://petersonguides.com/screenshots/iPad_W.png

Screenshot (iPhone 5s):

http://petersonguides.com/screenshots/iPhone_5s_B.png

App Icon:

<http://petersonguides.com/images/PetersonBirds-v13.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 iOS. 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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