

iHanWel celebrates 50,000th iDay user

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The iHanWel iPhone development team is celebrating the milestone of 50,000 users of its iDay birthday and event management App. Within just a few months after being launched, iDay has met with a tremendous response at the international App Stores - and just a few days ago, the APP broke the 50,000 user mark. To celebrate this great achievement in a fitting manner, iHanWel will drastically reduce the price of its iDay Deluxe version by 80% for two days.

Berlin, Kinkel, Germany - The iHanWel iPhone development team, which has received multiple awards for its iPhone applications, is celebrating the milestone of 50,000 users of its iDay birthday and event management App. Within just a few months after being launched, iDay has met with a tremendous response at both the German-language and international App Stores - and just a few days ago, the APP broke the 50,000 user mark.

To celebrate this great achievement in a fitting manner, iHanWel will drastically reduce the price of its iDay Deluxe version by 80% for two days, down to the low low price of just \$0.99. This special offer will run over the weekend of August 29-30, after which the App will once again be sold at its regular price of \$4.99. Designed specifically to leverage the iPhone's unique capabilities and interface, iDay makes it easy to keep track of birthdays, anniversaries, holidays, or any special event.

Serving not only as an excellent reminder tool, iDay presents historic parallels associated with any event. Choose any entry and iDay will present useful, accompanying information, including numeric data, Western, Chinese, Native American, and Celtic Zodiacs, and the moon phase for that day. Alternatively, users can view them all together in a combined list, ordered by date. Additionally, iDay provides handy links to Wikipedia for that day, as well as the New York Times and BBC's "On This Day".

"With the Push Notification Service, Apple gives us a great opportunity to never let our users forget any birthdays, anniversaries or other important date" says Karin Mueller, designer of iDay. "Just let them read from the contact database of your iPhone or use manually defined events and iDay will display a short alert with the badge on the home screen, and also a message if the event is upcoming. All without checking any dates in the app."

Version 3.0 now supports the Apple Push Notifications Service. iDay will automatically update its badge to display any event as well as any new upcoming events for today, all without starting the application.

iHanWel:
<http://www.ihanwel.com/>

iDay 3.1.2:
http://www.ihanwel.com/?page_id=178

Purchase and Download:
<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=305882794&mt=8>

Screenshot:
http://www.ihanwel.com/wp-content/uploads/2009/04/iday_shot_eng_1.jpg

Screenshot/App Icon:
http://www.ihanwel.com/wp-content/uploads/2009/03/icon_gross_rahmen1.jpg

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Based in Kirkel, Germany, iHanWel is a privately held company founded in 2008 by software development team Hanno Welsch and Karin Mueller. With a sole focus on the iPhone platform, iHanWel combines their unique skill-set with a passion for developing award-winning, innovative applications in the fields of health, wellness, fitness and lifestyle for users around the world. Copyright 2008-2009 iHanWel. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer, Inc. in the U.S. and/or other countries.

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