

## Mathemagics for iPhone picked as an AppStore Essential

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Blue Lightning Labs today announced that their popular iPhone application Mathemagics has been picked as an AppStore Essential. Mathemagics, an application for learning to mentally calculate math problems at phenomenal speeds, has garnered outstanding reviews and continues to amaze users. Aspiring Mathemagicians learn and then practice any of the 20 math tricks while progressively moving to higher levels of proficiency.

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"Apple has chosen Mathemagics to be a part of its High School Survival Guide AppStore Essentials," said Shane Crawford of Blue Lightning Labs. "This is a great idea. Many of our users have reported that the mental math tricks have helped improve math abilities for themselves as well as those in school."

Mathemagics is perfect for students, teachers, or anyone else looking to kick their brain function into high gear. The applications hand-drawn look engages the user and is well-suited for quick practice sessions. Users are challenged to achieve new levels of competence, from apprentice to mathemagician, for each trick.

Mathemagics 1.1 challenges users to master 20 math tricks:

- \* Multiply as high as 20 x 20
- \* Square numbers ending in 5
- \* Square any two digit number
- \* Square numbers from 41 to 59
- \* Square numbers in the 50's
- \* Doubling and Halving
- \* Quickly multiply by 4
- \* Quickly multiply by 5
- \* Quickly multiply by 9
- \* Quickly multiply by 11
- \* Quickly multiply by 25
- \* Quickly multiply by 99
- \* Multiply numbers in the 90's
- \* Round number multiplication
- \* Quickly divide by 5
- \* Quickly multiply numbers differing by 2, 4 or 6
- \* Quickly multiply numbers whose one's place adds to 10
- \* Quickly multiply two close numbers
- \* Sum the first n even numbers
- \* Sum the first n odd numbers

System Requirements:

- \* iPhone or iPod Touch 2.1 or later

Pricing and Availability:

Mathemagics 1.1 is available now on the iTunes App Store for just \$.99 (USD).

Blue Lightning Labs:

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

<http://www.bluelightninglabs.com/>

Mathemagics 1.1:

<http://www.bluelightninglabs.com/mathemagics>

Download and Purchase:

<http://bit.ly/49AyH>

Headquartered in scenic Austin, Texas, Blue Lightning Labs is a privately funded company founded in 2008 by Alta Vida LLC. Blue Lightning Labs has a sole focus on the iPhone platform. Copyright 2008 Blue Lightning Labs. All Rights Reserved. Apple, the Apple logo, iPhone and iPod Touch are registered trademarks of Apple Computer in the U.S. and/or other countries.

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