

Intro app for learning names and faces: pre-orders open on iOS App Store

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Auckland based Intro Limited today announces the up-and-coming release of their new personal network management tool. Intro focuses on learning names, recognizing faces, and retrieving information about people you've met. It's like Contacts, on steroids. Add people, make connections, create groups, and add a dated history of notes on each. Dial up avatars for people using custom illustrations, and easily use an avatar search later to identify people out of context. Coming this February 14.

Auckland, New Zealand - Intro Limited today is proud to announce the up-and coming-release of their new personal network management tool. Intro focuses on learning names, recognizing faces, and retrieving information about people you've met. It's like Contacts, on steroids. Pre-orders of Intro are available today on the iOS App Store, making Intro one of the first apps to use this new pre-launch distribution method made available to developers on the App Store in mid-December 2017. Intro will be released for download on February 14.

Intro is focused on solving three primary problems:

- * How can I quickly record information about people I meet, so I don't forget them?
- * How can I find information about those people later, when I can only recall fragments?
- * How can I learn people's names, so that they just pop into my head when I see the person again?

Founder:

Intro is the work of Dr Duncan Babbage. Duncan qualified as a clinical psychologist in New Zealand, with a focus on neuropsychological assessment and rehabilitation. Inspired by his work with people with significant memory problems after brain injuries, Duncan turned his attention to how neuropsychological research could address his own issues, and those of many people in the general population. Duncan has always had problems with identifying people out of context, and even more with learning and recalling names. Some days, he couldn't even pull up the name of people he knew quite well. He got great at covering for it, but... maybe you know how terrible that feels at times. Duncan wanted to make a tool to help himself, and everyone else, connect more effectively with people. Intro is the result.

The Intro App:

"You will learn names, and you will remember them. You will be amazed. Honestly, it's like unlocking a superpower." Dr Duncan Babbage, Founder and Developer, Intro.

Personally, coded by Duncan, Intro brings together his personal experience of these issues, and the expertise in how to address them, into a powerful productivity tool that is designed for how your brain works. Add people, make connections, create groups, and add a dated history of notes on each. Dial up avatars for people using our custom illustrations, and you can then use an avatar search later to identify people out of context. Meanwhile Intro's Learn tool, based on neuropsychological research on errorless learning and spaced retrieval, is remarkably effective at making a person's name just pop into your head. Finally, if a user enables the feature, Intro will sync with their iPhone Contacts, enabling users to manage all contact fields in either app.

Private By Design:

Intro is a native iPhone app, exclusively for iOS 10 and newer. User-entered and synced data remains on customer devices--it is not uploaded to Intro's servers (essentially, we have none) nor to any other service. "How secure are my servers? I don't even have a server. Your data stays on your device. Period. This isn't a social network, and it's not

a communication platform. The Intro app isn't about you sharing your personal network with me, or with anyone else. It's a completely private tool you use, for your own benefit." Dr Duncan Babbage, Founder and Developer, Intro.

A One Person Multinational:

Intro was planned, designed, and all app development was undertaken by Duncan Babbage. The

extent of contracted work for the project was the custom avatar illustrations made for Intro by Emma Scheltema of Emma Scheltema Illustration. Intro will be available in all 155 iOS App Store countries on its launch day of 14 February 2018. As such, Intro is an example of how technology platforms like the iPhone and iOS App Store have in recent years enabled one-person companies to become global exporters, with customers throughout the world.

Partnership Model:

Intro's business model is a subscription-based partnership with Intro users. Intro Limited is a bootstrapped (self-funded) company and is not seeking external investment. Instead, it is focused on building a viable business in partnership with committed users. Intro's users will be people who recognize the value in ensuring there is a viable business behind a productivity app that they rely on. A subscription model squarely aligns the interests of Intro's users and Intro Limited.

Founder Available For Interview:

Founder and developer Dr Duncan Babbage is available for media interviews, via email, phone/online voice or video chat, and live or pre-recorded podcast interviews. He is happy to discuss health technology, using technology to assist cognitive functioning, and/or to discuss the Intro app specifically. Duncan previously hosted a podcast for three years as inaugural Senior Media Editor of Archives of Physical Medicine and Rehabilitation, so believes he can be a low-maintenance remote interviewee. Duncan is based in Auckland, New Zealand (UTC 13 hrs) but is willing to schedule interviews at times that suit your time zone and your deadline, not his.

Device Requirements:

- * Designed for iPhone
- * Requires iOS 10 or higher
- * Compatible with all versions of iPhone 5 and newer, including iPhone SE

App Advanced Review Copies Available:

Intro is available to the public today for pre-order in the iOS App Store, and will be available for download on Wednesday February 14. Duncan is pleased to be able to provide a limited number of review copies of Intro today, for installation by media on their iPhones for review purposes, in advance of the public release. To request a download code, contact Duncan.

The Intro app is free to download. A one-month free trial is available to unlock the full features of the app, which then requires a monthly subscription (US \$2.49, Euro 2.49, GBP 2.29, 16.00, Rs 189, A \$3.49, NZ \$3.99/month, similar prices in other local currencies). If a user ends their subscription, they can continue to access all data they've created in the app during any previous subscription period, and can continue to do basic contact management. Customers who begin a free trial and continue their subscription during the initial launch period will be identified as Intro Foundation Customers. Intro plans to look after our Foundation Customers. If a user pre-orders the app now, it will be automatically downloaded to their phone on February 14.

Intro:

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

<https://intro.fm>

Intro on App Store (open for pre-orders) :

<https://itunes.apple.com/app/intro/id1223963451>

YouTube Video (Demo of Intro's Learn tool):

<https://www.youtube.com/watch?v=M4ePVpTxJGQ>

Media Assets:

<http://intro.fm/media>

Intro Icon:

<https://static1.squarespace.com/static/58895a7bbf629a3e0fd05b80/t/5a6ff2c5652dea26d529eda3/1517286114441/Intro-app-icon.png>

Located in Auckland, New Zealand, Intro Limited was founded in 2017 by Duncan Babbage. Intro Limited publishes the Intro app for iPhone. It is a privately held limited liability company. Duncan Babbage is the sole shareholder. All Material and Software (C) 2018 Intro Limited / All Rights Reserved. Neither Duncan Babbage, the Intro app, nor Intro Limited have any association with several previous discontinued products that used similar product naming. Apple, the Apple logo, iPod, the iPod logo, are registered trademarks of Apple Computer in the U.S. and/or other countries.

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