

Stick It 2.1 released: Provides Quick-Glance Reminders for Safer Driving

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TapFactory has released Stick It 2.1 for iPhone and iPod touch. Stick It is an iTunes Top 100 Utility App that allows you to quickly and easily take notes, customize their look, and create beautiful wallpapers for your lockscreen to function as quick reminders. Create fully customized notes with over 20 note styles, over 30 backgrounds, and plenty of fonts to choose from. Stick It will automatically save your notes so you can pick up where you left off. Email your notes directly from the app.

Newark, NJ - TapFactory has released Stick It 2.1 for iPhone and iPod touch. Using your iPhone or iPod while driving can be dangerous (and in some places illegal), but for those times when we must, an app like "Stick It" can help keep it to a minimum, so you can keep your eyes on the road.

"Stick It" is a utility that allows you to quickly and easily take notes, customize their look, and create beautiful wallpapers for your lockscreen to function as quick reminders (a feature many have lamented should have been built into the device OS itself).

"In addition to lockscreen reminders being an iPhone/iPod Touch feature sorely missed by many users," says TapFactory, developers of "Stick It", "we've developed Stick It to provide users with a way to view notes and reminders without having to unlock their device. This results in safer driving, higher productivity, and another fun way to increase the iPhone/iPod Touch's usefulness in their daily lives."

TapFactory continues, "Imagine it's 5:30pm after a long day at the office. You're cruising down the freeway on your way home, in a daze from the whirlwind of paperwork you left behind. You glance at your phone to see the time - only a quick glance because you don't want to veer off the road - and with a single push to the home button you see your reminder that your significant other asked you to pick up some steak on the way home, otherwise you're eating oatmeal for dinner. Now if you had typed this into your Notes app or a "to-do" app, would you have ever remembered? Probably not. And if you had, the concentration it took to unlock your phone, navigate to the proper app, and open it to view your reminders while driving could easily result in an accident. Thanks to Stick It, you had loaded your custom designed reminder notes to your lockscreen wallpaper, instead of them being tucked away inside an app."

Released in June 2009, "Stick It" has maintained its position in the Top 100 Paid Utility Apps since. TapFactory says they are constantly encouraging feedback and listening to their user's feature requests. "Stick It" Version 3.0, which will include a host of new features and user interface improvements, is currently in development and is slated to be submitted to Apple in mid December 2009.

"We're constantly pushing the iPhone/iPod Touch platform to add functionality that makes the device more fun and useful in people's daily lives," says TapFactory, "and if we've achieved that with a little \$.99 app then we are fulfilled."

Feature Highlights:

- * Create fully customized notes with over 20 note styles, over 30 backgrounds, and plenty of fonts to choose from
- * Preview feature which allows you to preview your lockscreen with your current Stick It layout to give you an idea of how it will look without having to leave the app
- * Stick It will automatically save your notes so you can pick up where you left off
- * Email your notes directly from the app

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Device Requirements:

* iPhone or iPod Touch 3.0 or later

Pricing and Availability:

Stick It 2.1 is only \$0.99 (USD) and available worldwide exclusively through the App Store in the Utilities category.

TapFactory:

<http://www.tapfactoryapps.com>

Stick It 2.1:

<http://www.tapfactoryapps.com/Stick%20It>

Purchase and Download:

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=317468456&mt=8>

Screenshot:

<http://www.tapfactoryapps.com/stickit/screenshot.jpg>

App Icon:

<http://www.tapfactoryapps.com/Stick%20It/stickiticon.png>

Founded in 2008, TapFactory develops apps for the iPhone and iPod Touch that are elegant, intuitive, and designed with the end user in mind. Our philosophy is to strike a harmonious balance between form and function that lives up to the Apple legacy. The company is based in Newark, NJ. Copyright (C) 2008-2009 TapFactory. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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