

Home Design iPhone App Mark On Call Adds Rooms Gallery Feature, More

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M.O.C. Interior Designer, LLC releases Mark On Call 2.0 for the iPhone and iPod Touch, a major update to the incredibly popular interior design app. Now room designs can be published and stored on the Web where owners of the application can peruse the new Rooms Gallery, an aggregated area of all users' published rooms. From directly inside the app, users can download, customize and apply the room designs of others to their own personal space.

Los Angeles, California - M.O.C. Interior Designer, LLC releases Mark On Call(TM) 2.0 for the iPhone and iPod Touch, a major update to the incredibly popular interior design app, that makes sharing even easier! Now room designs can be published and stored on the Web where owners of the application can peruse the new "Rooms Gallery", an aggregated area of all users' published rooms. From directly inside the app, users can download, customize and apply the room designs of others to their own personal space. The gallery lets users backup rooms, move rooms to another floor plan, create room templates, and collaborate with other designers, clients, friends, family, or Mark On Call users.

Additionally, users of the application may discover fabrics or finishes on someone else's furnishings in a published room, import that room, and automatically collect and apply these newfound custom color presets. A custom color preset is created when a user takes a picture of an actual finish, fabric, rug, paint color, wallpaper pattern, or flooring material and "skins" the image onto an item or surface in their room using the iPhone's camera or an image from their photo library.

The "Rooms Gallery" features a Cover Flow interface and can filter results by "Just My Rooms" or by room type. Published rooms can be deleted only by the original creator. The Rooms Gallery will soon be publicly viewable from the Mark On Call website.

The new Room Editor, where rooms can be accurately drawn and measured to scale, offers nine room shape templates, customizable with a "touch and drag" system. Not only can walls be moved, but now corners can be added (or deleted) and repositioned to create precise angles. To assist with architectural accuracy, walls turn green at 0, 30, 45, 60 and 90 degrees and display the degree number next to the wall measurement.

A customizable background option that can be used to represent wall paint or a wallpaper pattern has also been added to version 2.0, and functions the same as rendering a room item or floor surface. Users may coordinate rugs, flooring and other room items to their walls in this virtual space before actualizing their design plans.

Based on Mark Lewison's home decorating book, "What Would You Do With This Room? My 10

Foolproof Commandments to Great Interior Design", Mark On Call is truly home design in the "palm of your hand". Users can access and customize 156 furniture and architectural elements, choose from a palette of preset color, fabric and finish options, take advantage of the easy-to-use color wheel, add snapshots of floor models corresponding to items in their room designs, create and share detailed shopping lists, and send images of their room creations via in app email. It's an excellent tool for interior designers to help them conceptualize, design, store and shop for clients, or anyone planning their fantasy or actual living space.

The application works in both the Metric and Imperial measurement systems.

Summary of New Features in Mark On Call(TM) 2.0:

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- * First-use (one-time-only) pop-up help screens to navigate through new and core features
- * New Rooms Gallery to backup and publish room designs, move rooms to another floor plan, create room templates, and collaborate with other designers, clients, friends, family, or Mark On Call(TM) users
- * In app "import" feature lets users download published room designs and custom color presets created by other Mark On Call(TM) users
- * New angled and multi-dimensional wall design feature to create infinite angles, recesses, and irregular floorplan features
- * Room background color option to represent wall paint or wallpaper

Pricing and Availability:

Mark On Call(TM) 2.0 is priced at \$4.99 (USD) and is available exclusively from Apple's App Store. Mark On Call(TM) 2.0 works on the iPhone and iPod Touch. Minimum system requirement: iPhone OS 3.0. Mark On Call(TM) 2.0 Rooms Gallery feature requires a network connection.

Mark On Call 2.0:
<http://MarkOnCall.com>

Purchase and Download:
<http://itunes.apple.com/us/app/mark-on-call/id299360512?mt=8>

Screenshot:
http://whatwouldyoudowiththisroom.com/wp-content/uploads/MOC2_03.jpg

App Icon:
http://whatwouldyoudowiththisroom.com/wp-content/uploads/moc_2.0.jpeg

Headquartered in Los Angeles, California, M.O.C. Interior Designer, LLC is a privately held company founded in 2008 by interior designer Mark Lewison, entrepreneur John R. Haigh, developer Karl Hartzel, and writer Sherri Houtz. Through its software applications, the company is dedicated to revolutionizing space planning and design for interior designers, their clients, and do-it-yourselfers alike. Copyright 2008-2009 M.O.C. Interior Designer, LLC. 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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John Haigh
Co-Founder
310-384-5950

john.r.haigh@gmail.com

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