

## **Cyclists Now Use Interactive Route Descriptions on their iPod Classics**

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TimeStream Software today announces the innovative new Rubber to the Road Notescast for the iPod Classic, iPod Video and iPod nano. Available as a free download from the Notescast web site, now Portland cyclists can explore 44 new bike rides in the Portland area using their iPod as their guide. Developed by TimeStream Software and presented by River City Bicycles, the new "Rubber to the Road" Notescast is based upon the popular "Rubber to the Road" bicycle ride guide.

Portland, OR - TimeStream Software, along with River City Bicycles, announces the new "Rubber to the Road" Notescast(R) for the iPod Classic, iPod Video and iPod nano. Available as a free download from the Notescast web site, Portland bike riders can now explore 44 stunning new bike rides throughout Portland, Oregon using their iPods as a guide to read interactive route descriptions and turn by turn directions, complete with photos.

"Since many riders bring their iPods with them when they ride, we realized this would be a perfect application of the Notescast concept." said Mike Westby of Portland's TimeStream Software. "Now riders can use that same iPod as an interactive guide to explore new bike rides throughout the Portland metro area." The new "Rubber to the Road" Notescast presents 44 classic Portland bike rides to such destinations as:

- \* Council Crest
- \* Multnomah Falls
- \* Columbia River Gorge
- \* Boring
- \* Lake Oswego
- \* Mt. Scott
- \* Happy Valley
- \* Canby
- \* Oregon City
- \* Bull Run
- \* St. Johns
- \* Larch Mountain
- \* And more

Developed by TimeStream Software and presented by River City Bicycles, the new "Rubber to the Road" Notescast is based upon the popular "Rubber to the Road" bicycle ride guide by David Guettler, Jacob Erker, Peter Marsh and Otis Rubottom.

### Device Requirements:

- \* Compatible with iPod Classic, iPod Video and iPod nano - Windows and Macintosh formatted.

### About Notescasts:

What the App Store is for the iPhone, the Notescast web site is to the iPod Classic and iPod nano. iPod owners can download (and post) many different Notescasts from a growing list of titles at the Notescast web site. Available Notescast titles include Walt Disney World Guide, Walt Disney World Secrets, Disneyland Park, Disney at Work, Alice in Wonderland, The Adventures of Tom Sawyer, Pride and Prejudice, Top 10 Yosemite Hikes, Glacier National Park, Sheraton Maui Resort and more. Notescasts download to the iPod Notes feature found on nearly every iPod in use worldwide today and turn your iPod into an eBook eReader, like the Kindle, Sony eReader and new Barnes & Noble nook. These Notescasts, and more, are also available for the iPhone and iPod touch on the App Store.

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

Free downloads are available at the Notescast web site.

Notescasts:

<http://www.Notescasts.com>

Rubber to the Road Notescast:

<http://www.notescasts.com/sports/cycling.html>

TimeStream Software:

<http://www.TimeStream-Software.com>

TimeStream Software, an iPhone, iPod and Android Smartphone app developer in Portland, OR, is an industry leader in the development of custom mobile marketing Notescasts for the iPhone and iPod touch, as well as the iPod Classic, iPod nano and Android powered Smartphones. Working with major global brands, such as Hilton Hotels, DoubleTree, Westin, Sheraton Hotels & Resorts and others, its innovative custom Notescast titles allow accounts to drive revenue from an all new customer base of over 60 million iPhone and iPod touch users, as well as over 120 million iPod Classic and iPod nano users, and tens of millions of Android powered smartphone users. The foremost developer of Notescasts, TimeStream Software is the first company to develop a mobile marketing solution for the globally distributed iPod Classic and iPod nano, thus opening an entirely new marketing distribution vehicle which the Mobile Marketing Association calls "A groundbreaking concept." Learn more at TimeStream Software's web site online.

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