

## Balloons! for iPhone goes Festive

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Shiny Development announces the release of new festive balloons for its popular Balloons! iPhone app. With over 100,000 virtual balloons launched since November the application continues to go from strength to strength connecting people around the world. Even Santa is now launching balloons from his home near the North Pole! Who will be lucky enough to catch them?

Chester, United Kingdom - Shiny Development is proud to announce the release of new festive Balloons for its popular Balloons! iPhone app. Users of the paid version will now be able to launch Santa, Snowman and Snowflake bauble balloons into the virtual sky and track their progress around the world as they meet new people.

With over 100,000 balloons launched by users in 55 countries since November the app continues to go from strength to strength bringing people together from around the world in this great new social experiment.

Users can keep track of the total number of balloons launched on the Balloonsapp website.

Even Santa has now begun launching special balloons from his home near the North Pole! Every day in the run up to Christmas he'll be launching balloons and seeing who catches them!

### How Balloons Works

Attach a photo and message to it, then launch it into the sky. It then drifts around the world to be caught by others with the Balloons! app. They add their own photo and message and send it on its way again. Where will it go? Who will it meet? How far will it travel?

The Balloon tracker allows users to see the progress of their balloons as they travel around the world. It allows them to read the tags of the people who have caught a balloon and see how far it manages to get.

Users can also scan the skies and catch the balloons of others, adding their own photo and message before sending it on its journey. By labeling balloons with twitter ids, they can get in touch with each other after their chance balloon encounter!

Balloons! - the fun, environmentally friendly alternative to a real helium balloon launch.

### What The Reviews Say

"With over 100,000 apps in the app store, it's getting harder and harder to find something new; Balloons! is something I haven't seen before, and it's really very clever." - TUAW

"Balloons reminds me of the message-in-a-bottle feeling of the early days of the Internet - 'Hey, who else is out there?'" - DownloadSquad

"This is a great idea, and bound to go down very well with your kids." - CultofMac

"Balloons! is a fascinating concept that is executed well. It's fun, easy to pick-up-and-play, and draws a bridge between the traditional idea of a physical balloon experiment and virtual social networking. 8/10" - AppStorm

### Features

### Launching Balloons

- \* Choose from a range of colorful balloons
- \* Write your name on the balloons' virtual tag (use your twitter id if you want people to contact you!)
- \* Then take a photo and write a message
- \* Launch the balloon into the air and watch it fly away
- \*

### Tracking Balloons

- \* Track the progress of your balloon around the world
- \* See the photos and messages of others who find your balloon
- \* If you like what you read then why not use twitter to get in touch?!

### Catching Balloons

- \* Scan the sky for balloons flying past your location
- \* Pick one from the sky at random
- \* Read the tag(s) attached to the balloon
- \* Add your own tag and release the balloon back into the sky

### Pricing And Availability:

Balloons! is available from the iTunes App store for \$0.99. A free ad supported Lite version is also available from the iTunes App store. It allows the user the launch and catch balloons but does not have the balloon tracking capability.

### Balloons!:

<http://balloonsapp.com>

### Purchase and Download:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=335941458&mt=8>

### Download Balloons! Lite:

<http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=335942493&mt=8>

### Media Assets:

<http://balloonsapp.com/press>

Headquartered in Chester, United Kingdom, Shiny Development Ltd. is a privately funded company co-founded in 2006 by Dave Verwer and Andrew Thompson. Focused on the long term,

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