

Theodolite Ranked Top Selling Navigation App in US and UK iTunes Stores

Published on 12/20/09

Hunter Research and Technology is pleased to announce that its new iPhone app Theodolite has ranked as the top selling navigation app in the US and UK iTunes stores after just three weeks on the market. This novel multi-function augmented reality app serves as a compass, GPS, map, zoom camera, and two-axis inclinometer. Theodolite overlays real-time information about position, altitude, bearing, and horizontal/vertical inclination on the iPhone's live camera image.

Williamsburg Virginia, USA - Hunter Research and Technology is pleased to announce that its new iPhone app Theodolite has ranked as the top selling navigation app in the US and UK iTunes stores (sales data for December 19-20) after just three weeks on the market. This novel multi-function augmented reality app for the iPhone serves as a compass, GPS, map, zoom camera, and two-axis inclinometer. In addition to holding the top sales spot in navigation, Theodolite has been featured by Apple in the New and Noteworthy category, and has broken into the Top 50 Paid Apps ranking in the US and Top 20 in the UK. Weekly worldwide sales of Theodolite exceeded 10,000 units for the week ending December 19.

Based on the concept of a centuries-old astronomical instrument, Theodolite overlays real-time information about position, altitude, bearing, and horizontal/vertical inclination on the iPhone's live camera image, turning the iPhone into a sophisticated location-aware viewfinder. Uses are endless, from land surveying to basic navigation, and the app is great for hiking, boating, sightseeing, photography, and sports.

Theodolite lets users take camera images directly from the app, with 2X and 4X digital zoom options. Geographical data can be stamped on the saved image for later reference. Current position can be viewed on the built-in map, with standard, satellite, and hybrid modes. On an iPhone 3GS, bearing is updated live on the map with both fixed view and world rotation.

Pricing and Availability:

Theodolite 1.0 runs on any generation iPhone with OS 3.1 or later and is available for \$0.99 (USD) on the iTunes App Store. GPS functionality requires an iPhone 3G or 3GS. Compass functionality requires an iPhone 3GS. More information, including screenshots, is available on the Hunter Research and Technology website. Media professionals interested in reviewing Theodolite can request a promotional code to download the app from iTunes at no cost.

Theodolite 1.0:

<http://hunter.pairsite.com/theodolite/>

Purchase and Download:

<http://itunes.apple.com/us/app/theodolite/id339393884?mt=8>

Press Images:

<http://hunter.pairsite.com/pr/>

Hunter Research and Technology is run by Dr. Craig Hunter, a practicing engineer with over 18 years experience in mechanical engineering, aerospace engineering, and software development. Craig received the 2004 NASA Software of the Year Award and a 2004 Apple Design Award (Best Scientific Computing Solution on Mac OS X) for his work in software development. Craig founded Hunter Research and Technology in 2008 to create innovative,

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

relevant, and compelling apps that take advantage of the advanced hardware and software capabilities of iPhone OS devices. The company currently has eleven apps available on the iTunes App Store, with more in development. Copyright 2008 - 2009 Hunter Research and Technology LLC. All Rights Reserved. iTunes, iPhone, and iPod are registered trademarks of Apple Computer Inc. in the U.S. and/or other countries.

###

Craig Hunter
Developer

pr@hunter.pairsite.com

Link To Article: <https://prmac.com/release-id-9494.htm>
