

## **Widget Press releases FormEntry for iPhone and Mac OS X**

Published on 12/24/09

Atlanta based Widget Press, Inc. has released FormEntry 1.0 for Mac, their new form application development tool for Mac OS X. FormEntry features point and click development for iPhone and iPod touch applications. With zero programming required, creating form based applications for iPhone or iPod touch devices is now simple and straight forward. Drag and drop controls, add icons, update parameters and custom edit each post setting. And, build it all with a single mouse click.

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With a focus on ease-of-use, FormEntry was specifically developed for novices, students, and iPhone gurus alike. It offers a clear, simple, unified interface and makes creating form based applications as easy as pressing a button. Drag and drop controls, add custom icons, update parameters and custom edit each post setting.

FormEntry for iPhone is a free iPhone and iPod touch application from the App Store. FormEntry for iPhone is the form reader software for FormEntry for Mac. The two software applications work exclusively together. When designing forms on FormEntry for Mac, form authors will need FormEntry for iPhone installed to transfer their documents.

By default, the form capacity for FormEntry for iPhone is limited to three forms. Users can add additional form capacity by simply making an In App purchase from within FormEntry for iPhone. Additionally, FormEntry for iPhone works on both iPhone and iPod touches. Most of the form features work exactly the same, except for where there are hardware and network differences.

### Wi-Fi Deployment:

Transferring a FormEntry document to the iPhone or iPod touch is easy. No wires are needed; simply enable 'Accept Incoming' from FormEntry for iPhone under the Settings screen. From FormEntry for Mac, simply click on Sync and form authors can move their FormEntry document over to any available iPhone or iPod touch. Both FormEntry for iPhone and FormEntry for Mac have to be on the same Wi-Fi network.

It is just as easy to create an ad-hoc Wi-Fi network to move forms over to any iPhone or iPod touch. Simply choose 'Create Network...' from the Wi-Fi settings on the Mac and enter a 'Name' for the local network. FormEntry for iPhone users should join the same new network. Form authors can also set their FormEntry document to expire once a user leaves the original paired Wi-Fi network.

### Send Email Post:

With FormEntry for Mac, it is easy to set forms to be sent via email, from the user's iPhone Mail App. Photos will even be sent as email attachments. FormEntry authors can even create a default email address that will save time for their users, and serves to prevent them from having to search and tapping the contact's email address to add one.

### Send HTML Post:

FormEntry authors can have their users post form data back to their web site over HTTP as standard HTML form POST. All data is sent from FormEntry for iPhone posts using standard web based technologies. Each posting using the HTML form post uses the POST method and is multipart, so even photos can be uploaded correctly.

#### Send JSON Post:

The developer's form application can easily send all their user data as JSON (JavaScript Object Notation) over HTTP. Each form sent back to their web site is a standard HTML form post using a single parameter of 'json'. If sending photos with the form, each photo is transformed to BASE64. Developers can easily specify each JSON key under the Web Services section of each control type.

#### Timer Expiration:

Easily expire forms from user input with a timer. Perfect for the classroom during exams, quizzes or lab work. Users will not be able to access the form for input or view any sent, drafts or trash boxes. Developers can also set their FormEntry document to expire once a user leaves the original paired Wi-Fi network.

#### Wi-Fi Location Expiration:

Developers can easily Set a FormEntry for any Mac document to expire if users leave the original paired Wi-Fi network. This is great for the classroom, lab work or office workspace where sensitive information is entered, reviewed and sent from a specific location. This only works over a shared Wi-Fi network (i.e. Hot Spot) and not over ad-hoc Wi-Fi computer to computer network.

#### System Requirements:

- \* A Mac computer with at least 1.25GHz or faster
- \* Intel Core Duo, Intel Core 2 Duo, or Intel Xeon processor
- \* 1GB of RAM or more
- \* 500MB of available Disk Space
- \* A display with 1024-by-768 resolution or higher
- \* Mac OS X v10.6 or later
- \* Internet connection
- \* Wi-Fi network

"FormEntry was created mostly from the requests of our ModelBaker customers and with the limitations of a fluid web app experience on the iPhone," said Jonathan Freeman, founder of Atlanta based Widget Press, Inc. "They wanted a smoother experience and only a true native iPhone App can do that. We added rich native controls, such as the Photo Picker, Date and Time Picker, Tab Bars, Checkmarks, Drill Downs and Text Fields. Customers also requested to work offline from the Internet, so we added the ability to save each form on the iPhone. Once back online, they can to send their form data via email or post it back to their web service or cloud."

#### Pricing and Availability:

FormEntry 1.0 for Mac can be purchased for \$39.00 (USD) per single computer license. A full-featured, 30-day trial version can be downloaded. Super special discounts will be offered to Apple employees, Apple Consultants Network members, educational customers and members of the press.

#### FormEntry 1.0:

<http://www.widgetpress.com/formentry>

#### FormEntry for iPhone:

<http://www.widgetpress.com/formentry/iphone>

#### Download FormEntry:

<http://www.widgetpress.com/formentry/download>

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

Purchase FormEntry:

<http://www.widgetpress.com/store>

Splash Image:

<http://www.widgetpress.com/img/company/fe-overview1.png>

Application Icon:

[http://www.widgetpress.com/img/company/formentry\\_mac\\_512.png](http://www.widgetpress.com/img/company/formentry_mac_512.png)

Based in Atlanta, Georgia, Widget Press, Inc. is a small, privately funded company founded in 2001 by Jonathan Freeman. Widget Press focuses on writing Mac OS X and iPhone OS software. Jonathan attended the Savannah College of Art & Design, majoring in Graphic Design and Illustration. He also obtained a BS in Graphics Management from Georgia Southern University. Copyright 2001-2009 Widget Press, Inc. All Rights Reserved. Apple, the Apple logo, iPhone and iPod are registered trademarks of Apple Computer in the U.S. and/or other countries.

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