

i Fall in Love



So the iPad Broke Your Heart? It's Time to Fall in Love With your iPhone, All Over Again

Fun romantic geo-location iPhone app arrives just in time for Valentines

28th January, 2010 - London. Softly Software (the people who built everyone's favourite scheduling application <http://WhenIsGood.net>) have launched [iFallinLove](http://iFallinLove.net) - a great fun geo-location iPhone app, so that lovers can see instantly how far they are from where their heart longs to be.

Just a few short weeks before Valentine's day, Apple showed us the iPad. Many of us were heartbroken to see no camera, no background processing, no SD slot ... still more were heartbroken to have to wait 60 days to buy one. Let us dry our eyes. Our First Love has not forsaken us. Take that iPhone out of your pocket ... let your fingers caress the App Store ... bite your lip and install : iFallinLove.

You've geo-tagged waypoints in your time, but never like this. Once the app has found your location, you can click to fall in love with it. From then on, the simple display with the little beating heart shows you how far you have strayed from the place you long to be. The nearer you get, the bigger your heart swells, and the faster it beats.

Even more romance is in store for two iPhone users who fall in love at the same time and place. Their handsets form a steadfast bond. As long as both users regularly check in, the heart shows them how far they are from one another.

Links:

More details, video guide, screenshots, walkthrough: <http://iFallinLove.net>

Media coverage of Softly Software's other application: <http://WhenIsGood.net/About>

This release: <http://iFallinLove.net/iFallinLove-Press-Release-Jan-2010.pdf>

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